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HAARDWARE AGE

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Other Thursday

Editorial Index Page 115

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February 12,
1948

IRWIN *Continues* FIRM PRICES TO APRIL 1, 1948

In a letter dated December 29, 1947, Irwin announced to their distributors that prices on wood-boring tools, issued last August 11, 1947, WILL REMAIN UNCHANGED AND FIRM TO APRIL 1, 1948. All Auger Bits and Augers shipped from its plant during the first three months of 1948 will be billed at prices shown in our No. 52 Price List.

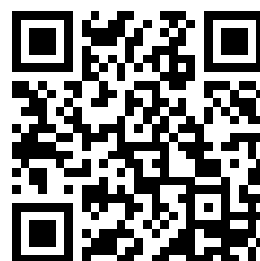
We are still of the opinion that business needs *FIRM PRICES* to help stabilize the unsettled pricing conditions that exist today. Irwin will continue its policy of combatting spiraling prices and will provide *FIRM PRICES* for periods as far in advance as possible.

THE IRWIN AUGER BIT COMPANY, Wilmington, Ohio

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WOOSTER FOSS-SET *nylons ARE DIFFERENT

*and it takes a lot of know-how
to make this difference!*

There is no doubt about it—Wooster *nylons are different. Day after day more and more experienced painters attest to this fact by choosing Wooster Foss-Set *nylon Brushes.

The "know how" gained in 97 years of making better brushes goes into the manufacture of each Wooster Foss-Set *nylon. No wonder that the difference in Wooster *nylons shows up in their superb handling qualities—in more positive flow-action—in 3 to 5 times more brush mileage—and in the fact that the longer they are used, the better they get. Why not ask for Wooster *nylon on your next brush buy?

Lower First Cost
Wears 3 to 5 Times Longer
Better Always and All Ways



Cutaway view of stock brush showing quality construction typical of Wooster Brushes.

WOOSTER WOOSTER
FOSS-SET
NYLON **BRUSHES**

THE WOOSTER BRUSH COMPANY • WOOSTER • OHIO
BRUSH MANUFACTURERS SINCE 1851



IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH

Now's buy time for fly time

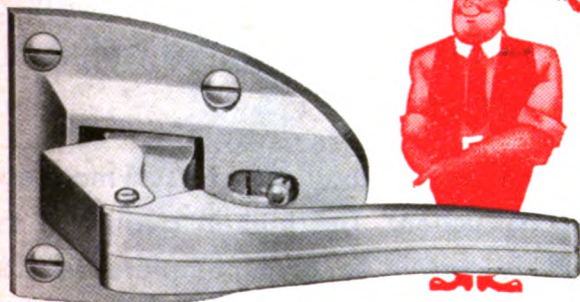
Being the only man in your neighborhood who can see anything good in a fly, you'd better set your plans now for welcoming your winged friend.

We're ready for you with a line of screen door hardware that will set your customers abuzz. Good-looking, sturdy, famous YALE quality throughout.

Let your YALE distributor know you're in line. Be sure to ask particularly about the special "May Basket" deal on the brand new "Push-Pull" Catch—a real customer-catcher for the start of fly time.

THE YALE & TOWNE MANUFACTURING Co., Stamford, Conn., U. S. A.

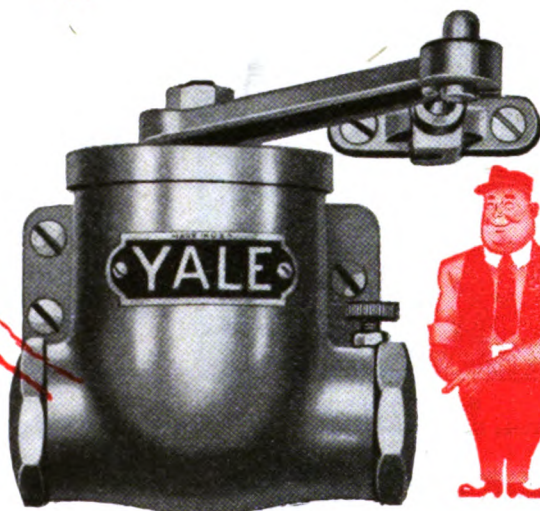
**YALE PUTS 3 BIG
SALES MOVERS INTO
YOUR BUSINESS**



New 1011 "Push-Pull" Screen Door Catch. Easy-working—no knob to turn. Sure-holding—positive lock. Quick to install—just one hole to bore



506 Airliner—pneumatic-type screen door closer. Adjustable spring is completely concealed against dirt and moisture. Modern appearance—attractive finish



570 Screen Door Closer—light model liquid-type. Quick, quiet, complete closing. Easy to install and adjust—no reversing—screw holes spotted by full-size marker

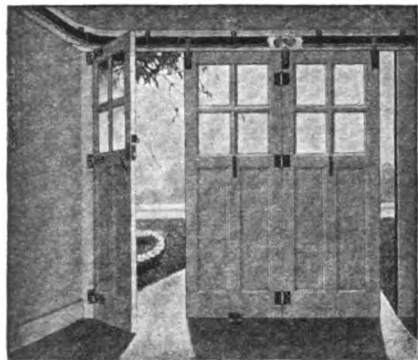


TRADE **YALE** MARK

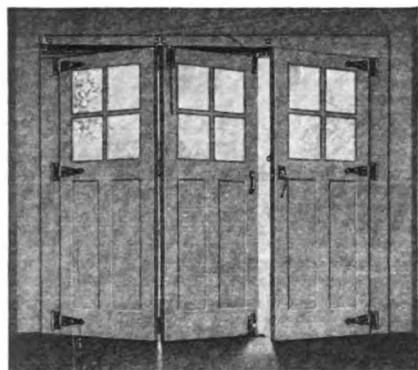
The name Yale helps make the sale

It just takes the feminine touch to operate these smooth-gliding garage doors

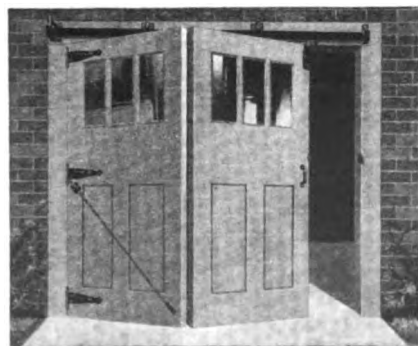
NOW that women are taking a more active part in home mechanics and in business life, ease of operation becomes a vital selling point.



Nos. 812 and 813
Trolley Garage Door Sets



Nos. 815 and 816
Three-Door Trolley Garage Sets



Nos. 817A and 817B
Two-Door Trolley Garage Sets

Automobiles have been steadily improved to promote ease of handling and naturally garage doors with friction-free action will appeal to both men and women motorists.



National

TROLLEY GARAGE DOOR SETS

represent the most advanced ideas in trolley garage hardware. Steel roller bearings give a swift, easy glide to the hanger wheels as they roll along the specially designed rail, included in these complete sets.

Note the variety of sets available to suit most every type of garage construction. The built-in quality of these fine National sets is certain to give complete satisfaction to your trade. Profitable repeat business enjoyed by dealers everywhere proves their popularity has been earned through years of exceptional service.

☆ ☆ ☆



☆ ☆ ☆

NATIONAL MANUFACTURING COMPANY

STERLING ILLINOIS



Quality
inseparably
linked



Make sales faster with
Master Padlocks

EVERY ONE AN OUTSTANDING VALUE

Master Lock Company, Milwaukee, Wis. • *World's Leading Padlock Manufacturers*



HERE'S THE BREAK YOU'VE BEEN LOOKING FOR...

You can bet your old cullet barrel that when you're "running the cut" on L·O·F Quality Window Glass you are assured of a *cleaner, smoother* break. That's because L·O·F's longer annealing process produces Window Glass that is less brittle and so much easier to cut. Naturally, this means less waste, and savings in time and money. That adds up to more profit for you.

Here's a friendly reminder. Keep your glass rack and cutting table on the selling floor. You'll sell more glass... and the L·O·F label will show customers that you handle only top-quality merchandise. Call your nearest L·O·F distributor when your stock needs replenishing. Libbey·Owens·Ford Glass Company, 6428 Nicholas Building, Toledo 3, Ohio.



L·O·F also makes polished plate glass, safety glass, colorful *Vitrolite** glass fac-ing, *Tuf-flex** tempered plate glass and other flat glasses. Only Libbey·Owens·Ford makes *Thermopane**—the first mass-produced insulating windowpane.

*®



LIBBEY·OWENS·FORD
a Great Name in **GLASS**

THIS AD IS SELLING YOUR CUSTOMERS...



get the
merchandise
to back it up!



Don't worry,
Velon screens can take a licking—
with no sign of wear, bulge or tear

Won't bulge or sag Velon screening bounds back into shape after impact. A framed Velon screen placed between two chairs took the weight of a 235 lb. man!

Won't rust or rot Neither snow, rain, salt-spray nor sun will cause it to fail. Velon screens can take all-year wear.

Won't stain siding Say goodbye to ugly screen bleed stains on exterior paint, when you say hello to Velon.

Won't strain budget The initial cost of Velon screening is low — no upkeep cost because it never needs painting.

Ask for Velon for home, for office, for factory, for institution at your hardware store, department store, your retail lumber or building supply store or nearby Firestone dealer or store.

Listen to the Voice of Firestone Monday Evenings Over NBC

© 1948 FIRESTONE TIRE & RUBBER CO.
SCREEN YOUR HOME ONCE AND FOR ALWAYS WITH FIRESTONE VELON SCREENING
Complete instructions for home installation furnished with every purchase

This ad appearing in the March 22 issue of Life and the March issues of "American Home" and "Better Homes and Gardens" can be yours... this ad reaching over 5½ million people, will pull thousands of dollars in sales for you PROVIDED you're stocked with Firestone Velon screening. There's no time to lose... the Spring screening season is short. Protect yourself by ordering now—and ordering enough—to cash in when this ad starts working for you. Check your jobber or write Firestone, Akron, for full information and free merchandising aids: instruction folders, window streamers, counter cards, newspaper mats and Velon screening samples.



You are cordially invited to Booth 100-101 at
National Association of Home Builders' Show,
Stevens Hotel, Chicago, February 22-26.

Firestone Velon*

*TRADE MARK

FEBRUARY 12, 1948

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Better Homes

and Gardens

READ BY MORE THAN 3,000,000 FAMILIES

FEBRUARY 1948 25¢

What does Better Homes & Gardens have that you want?

BH&G has customers — millions of them. People who are interested in their homes, interested in keeping them in top shape (they actually do more repairing and upkeep than even their neighbors in the same block). People interested in everything that makes living easier and more pleasant

in a comfortable home. And here's just a sample of how we sell for you — and a sample of why it pays to carry the brands advertised in BH&G: Electric Outlets Where You Want Them (plug-in raceways to encourage more appliances); Your Housekeeping is Easier with these (new small appliances).

These brands are advertised in the FEBRUARY issue of Better Homes & Gardens:

APPLIANCES

Admiral Refrigerator
Apex Washer
Bendix Drier
Bendix Ironer
Bendix Washer
Coolerator Refrigerator
C P Gas Range
Dexter Washer
Easy Washer
GE Dishwasher
GE Refrigerator
Kaiser Dishwasher
Majestic Home Incinerator
Maytag Freezer
Maytag Ironer
Maytag Range
Maytag Washer
Servel Refrigerator
Tappan Range
Tyler Harderfreez
Voss Washer

HEATING

Crane
Electreestem Portable Heater
Heatilator Fireplace
Heil
Inst. Boiler & Rad. Mfgs.

HEATING (Cont'd)

Iron Fireman
Janitrol
Minneapolis-Honeywell
Controls
Nu-Way Oil Burners
Oil-O-Matic
Petro
SouthernAire
Trane
Waterman-Waterbury

INSULATION

Balsam-Wool
Chamberlin
Eagle-Picher
Fiberglas
Gold Bond
Johns-Manville
Kimsul

KITCHENWARE

ArtBeck Meat Baster
Club Aluminum
Edlund Egg Beater
Foley Food Chopper
Presto Cooker
Revereware
Rival Can Opener
Wearever

OUTDOOR

Armstrong Garden Spray
Bolens Garden Tractor
Bready Garden Tractor
Cunningham Motor-Snow Plow
Do-More Garden Tractor
Eclipse Lawn Mower
Frazer Rototiller
Garden-All Garden Tractor
Gravelly Garden Tractor
Gro-Quick Seed Bed Heater
Have-More Plan
Hudson Garden Sprayers
Jacobsen Lawn Mower
Orylt Greenhouses
Pincor Lawn Mower
Sandee Plastic Hose
Sensation Lawn Mower
Seymour Smith Pruners
Shaw Garden Tractor
Swan Rubber Hose
Toro Lawn Mower

MISCELLANEOUS

Acme Venetian Blinds
Albron Paint
Amer. Blower Fan
Bell Telephone
Burgess Batteries

MISCELLANEOUS (Cont'd)

Casco Glue
Knappe & Vogt Closet
K-Veniences
Kreger Cement Molds
Luminall Paint
Mesker Steel Windows
O'Brien Paint
Onan Power Plants
Smooth-On Cement
Stanley Hardware
United Wallpaper
Tile-Tex Asphalt Tile

PLUMBING

Burks Water Systems
Crane Fixtures
Culligan Soft Water
Deming Water Systems
Hotpoint Hot Water
M-Q Sewer Cartridges
Merland Hot Water
Roto-Rooter Sewer Cleaner
St. Charles Kitchens
Sherman Plumbing Fixtures
Smithway Hot Water
Youngstown Kitchens by Mullins

CIRCULATION OVER 3,000,000

America's First Service Magazine

*Make full
40% profit*



ON THIS FAST-SELLING PLASTIC GARDEN HOSE

- $\frac{1}{3}$ weight of ordinary hose
- Withstands 380 p.s.i. pressure
- Sells fast

New low prices SUPPLEX garden hose is now only —

\$7.95	50-FOOT LENGTH	\$4.75	25-FOOT LENGTH
(was 9.95)		(was 5.50)	

(Retail prices fair traded and price protected)

SUPPLEX HOSE SELLS FAST • Here's some typical reports: Without advertising, one retailer sold 10 sets of 50' hose in 45 minutes on a Friday afternoon. After advertising, he sold 287 hoses in 2 days. Another sold 200 lengths in 2 weeks without advertising. And hundreds of stores report the same successes.

A QUALITY PRODUCT • SUPPLEX hose is a silvery-grey color that looks rich — attracts attention. Heavy ribbed surface resists tough use. Hose is neatly coiled and tied with matching grey plastic strips. Large red display card in center of coil makes neat display package **AND SUPPLEX HOSE IS FULLY GUARANTEED.**

3 WAYS TO ORDER SUPPLEX HOSE

1. Send your order now for immediate delivery.
2. Ask for information on "ship now bill later" plan.
3. Order a 50' sample hose for \$4.77 or a 25' hose for \$2.85.
We'll refund in full if you return the hose.

Packed five 50' lengths per carton; nine 25' lengths per carton, f. o. b. Garwood, N. J.



Mildew and rot have no effect on the SUPPLEX hose.



Hot sun, freezing weather have no effect on SUPPLEX hose.



Will not crack, peel, soften. Withstands up to 380 lbs. p.s.i.



Withstands oil, grease, acids, gasoline, soap, and rough use.



Brass couplings, nickel-plated for attractive appearance. Fit all standard outlets.



A neat merchandising package. Guarantee form for customers' use is attached.

* Reg. T.M. Pend.

INDUSTRIAL SYNTHETICS CORPORATION

225 North Avenue

Garwood, New Jersey

FEBRUARY 12, 1948

Digitized by Google

Introducing...

MINERALIZED Lōma contains the Essential Mineral Elements which science has proved are most frequently deficient in the soil:

COPPER
MANGANESE
BORON
IRON
ZINC

The most scientifically plant food ever offered

TENNESSEE CORPORATION agronomists have been working on the problem of improved plant nutrition through *mineralization* for more than a decade. Tennessee Corporation has pioneered in this work in collaboration with leading Agricultural Colleges and Experiment Stations.*

It has been found that much of this country's soil contains inadequate amounts of the essential mineral elements: Copper, Manganese, Iron, Zinc and Boron.

In recent years, more and more commercial growers, following the recommendations of outstanding soil authorities, have improved crop vigor, growth and yield through the addition of these essential mineral elements.

The results have been amazing and are so conclusive that the Tennessee Corporation is now producing a superior high

analysis MINERALIZED Lōma for Home owners.

NATION-WIDE PUBLICITY HAS EDUCATED THE PUBLIC TO THE NEED FOR AN ADEQUATELY MINERALIZED PLANT FOOD

Many of your customers, especially those who are proudest of their lawns, flowers and vegetables, and keep up to date on gardening news, are well aware of the advantages of soil mineralization. For years they have been hearing about this need through Garden Clubs, Gardening Magazines and special press releases in big-circulation newspapers. They will welcome MINERALIZED Lōma enthusiastically — buy it eagerly.

HOW THE MINERALIZATION OF THIS PLANT FOOD GUARANTEES ITS GREATER EFFECTIVENESS

The New MINERALIZED Lōma not only offers a high analysis formula—(it is an 8-8-8 fertilizer) but supplies the essential minerals in sufficient quantities (not merely traces) to



Both tomatoes were grown in the same garden only 15 ft. apart. The cracked condition of the one at the top shows how it suffered from lack of minerals. The fine specimen at the right had the advantage of an adequately mineralized soil. Experts have repeatedly picked every mineralized tomato out of a basket of random samples simply by its superior flavor!



HIGH ANALYSIS

Mineralized **Lōma**

up-to-date and effective America's Home Owners

enable plants to derive full benefits from the Nitrogen, Phosphoric Acid and Potash in the plant food itself.

Further, MINERALIZED 8-8-8 Lōma makes plants more vigorous—more resistant to insects and disease. They mature earlier—stand cold better. Lawns become richer, greener, more luxuriant. Flowers hold their blooms longer. Vegetables are larger, more perfect, better flavored.

MINERALIZED 8-8-8 LōMA WILL HELP BUILD YOUR REPUTATION FOR QUALITY PRODUCTS

While MINERALIZED 8-8-8 Lōma is necessarily a premium-priced fertilizer, it offers sound value—actually protects your customers' investment in time, labor and the cost of plant nutrients. It is a product that will win friends fast—hold them season after season—and prove highly popular with that class of trade which wants the best and is willing to pay for it.

MINERALIZED 8-8-8 Lōma is green in color and so cannot be confused with any other

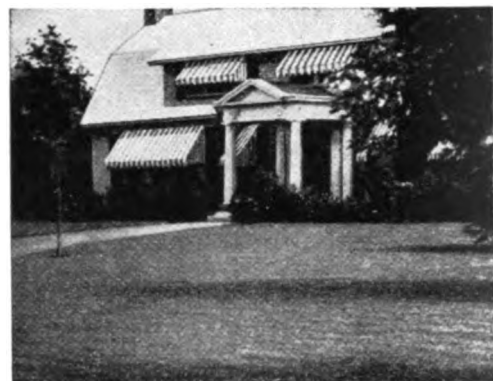
plant food. It is packed in 25 lb. and 100 lb. bags. Order NOW from your Distributor.

TENNESSEE CORPORATION

61 Broadway ~~TO~~ New York 6, N.Y.

*Regular LōMA (5-10-5 analysis)
is also available as heretofore*

Home owners who want the finest lawns possible—thick, lush, emerald-green—should use MINERALIZED 8-8-8 Lōma. Remember, no lawn can ever develop its full beauty and luxuriance unless the soil contains adequate amounts of these 5 Essential Mineral Elements.



**If you are interested in the history and development of the role of mineral elements in plant nutrition, special booklet on this subject will be mailed on request.*



For flowers that bloom earlier, keep blooming later, withstand insects and disease better, grow bigger, more beautiful blossoms—your customers will want MINERALIZED 8-8-8 Lōma.

HIGH ANALYSIS *Mineralized*
Lōma
8-8-8

Hardware Dealers report . . .

**. . . our
best
rural
customers
read**



AGAIN impartial research confirms the outstanding leadership of Country Gentleman in dealer preference.

In a recent survey—made by R. L. Polk & Co.—hardware dealers, voting for the farm magazine “most effective in helping sell rural customers,” chose

Country Gentleman by a 116% lead.

Advertisers know the most effective way to reach “The best people in the Country.” They invest more advertising dollars in Country Gentleman than in any other farm magazine.

No. 1
with
Farmers
Rural Dealers
Advertisers

PINCOR says "put yourself
in your
customers'
shoes!"

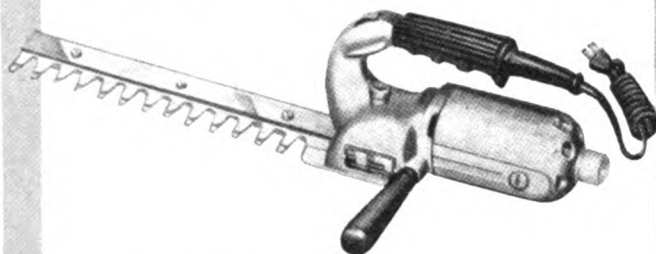


IF YOU WERE BUYING A POWER LAWN
MOWER FOR YOUR OWN USE—YOU'D WANT
ALL THESE EXCLUSIVE PINCOR FEATURES:

- Self-propelled—no pushing necessary
- Pincor-built 1½ H.P. 4-cycle easy-starting engine
- Fully enclosed transmission
- Positive automotive-type clutch
- Built-in blade sharpener—no extra cost
- All steel chassis—welded steel frame
- Over-size, puncture-proof tires
- Hand-adjusted cutting height—½ to 2½ inches
- Full 20-inch cutting width
- Welded steel reel—heavy duty bed knife
- New Departure sealed lubricated bearings

RETAIL PRICE **\$150⁰⁰** F.O.B. FACTORY

IF YOU WERE BUYING AN ELECTRIC HEDGE
TRIMMER FOR YOUR OWN USE—YOU'D WANT
ALL THESE EXCLUSIVE PINCOR FEATURES:



- Compact design
- Lightweight—only 6¾ lbs.
- Powerful Universal Motor—for AC or DC
- 13½-inch cutting blades
- Hand-fitting rubber grip
- Smooth, quiet operation
- Extension handle for cutting special shapes
- Hi-Cut Adapter for high or hard-to-reach spots
- Pincor precision that means long service

RETAIL PRICE **\$32⁵⁰** F.O.B. FACTORY

**PINCOR ADVERTISING LEADERSHIP
MEANS SALES LEADERSHIP FOR YOU!**



Millions—including your best customers—will see and be influenced by PINCOR national advertising this year! Never before has any power mower or hedge trimmer been backed by such POWER! Full pages in 4 colors! Plus "point-of-sale" plans that really point up sales in your store.

PINCOR IS THE LINE FOR YOU—
the line with ALL the features your customers want—the line from
America's largest producers of complete power lawn mowers.

PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corporation
5841 West Dickens Avenue, Chicago 39, Illinois

**POWER LAWN MOWERS • HAND LAWN
MOWERS • ELECTRIC HEDGE TRIMMERS
ELECTRIC POWER PLANTS**

**"complete
satisfaction,"**

says **MR. R. D. POWERS**
STAMBAUGH-THOMPSON COMPANY
YOUNGSTOWN, OHIO

**2 WEEKS' VOLUME
\$452**

YOU can turn the same trick!

1. Just set up a mass display similar to the photo. That's all.
2. Keep a big supply on hand! You don't need special promotion. Customers bought Stambaugh-Thompson's supply of Bridgeport AER-A-SOL Insecticide on sight!
3. Order NOW! Every day you delay costs you money in profit-losses.



Don't miss out on anything!

Order the **COMPLETE** line! Bridgeport famous "Blue" AER-A-SOL Insecticide comes in 3½, 15, and 16 oz. sizes...and in the **NEW** 12 oz. container. It's the only *complete* AER-A-SOL Insecticide line.

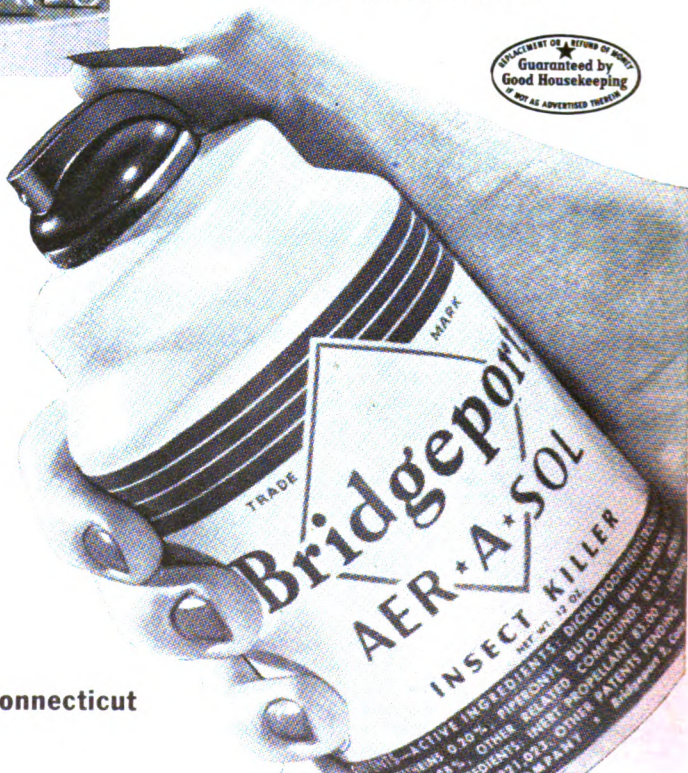
KILLS: Moths, roaches, ants, fleas, bedbugs, spiders, flies, wasps, hornets, mosquitoes, silver fish, water-bugs, etc.

We'll back you with store-tested displays!

Bridgeport AER-A-SOL Insecticide is backed with hard-selling National Advertising. You get the full benefit of a powerful schedule of dominant advertisements timed for the insect season, *plus* a complete set of *store-tested* point-of-sale display material.

BRIDGEPORT BRASS COMPANY, Bridgeport 2, Connecticut

80 YEARS OF QUALITY PRODUCTS





QUICK!
 See the New-All-Thru
PEARL-WICK
 Self-Ventilating HAMPERS



Leading buyers say Pearl-Wick has produced the greatest hampers ever made. Not baskets on legs! Not painted cans! But revolutionary hampers!

They're made of an exclusive and entirely new basic fibre—woven with reinforcing steel ribs every $\frac{3}{4}$ ths of an inch, for amazing strength and total ventilation. And built and styled like fine furniture!

You've never had hampers easier to sell . . . so see and order the new Pearl-Wicks quick. We're shipping as fast as we can produce them, in the world's largest hamper factory.

PEARL-WICK permanent showrooms: New York • Chicago • Los Angeles • Houston

They stay

BRIGHTER, CLEAN EASIER, LAST LONGER

Pretested styled-right patterns guarantee consumer acceptance . . . make Bird Armorlite outstanding in consumer demand. Constant quality control means floors that stay brighter, clean easier, last longer. The demand for Bird quality and styling is higher than ever before. We know you need more Armorlite. We wish we could give you more. Our mills are working at top speed to get you as much Armorlite as possible.



BIRD
Armorlite

BIRD & SON, inc., ENAMEL SURFACE RUGS & YARD GOODS
EAST WALPOLE, MASS. • 295 FIFTH AVENUE, N. Y. • 13-118 MERCHANDISE MART, CHICAGO
SOUTHERN FURNITURE EXPOSITION BUILDING, HIGH POINT, N. C.



Here's double profit HOUSEWARE NEWS!



Amazing New Bruce Doozit and Floor Cleaner End on-the-knees Scrubbing—Clean and Wax Standing Up!

No wonder buyers and housewives everywhere are excited about this *completely new* method of floor care. The long-handled Bruce Doozit and wax-rich Bruce Floor Cleaner entirely eliminate old-fashioned, down-on-the-knees floor scrubbing. Together, they clean, wax and polish both wood and linoleum to sparkling new lustre in less time, with less effort, than ever before! And it's all done *standing up*!

Double Sale, Double Profit!

Since the introduction of the Doozit in LIFE last fall, buyer reports from all over the country have proved it to be one of the fastest moving *new* staple items in housewares history. But the story is even bigger than

that. Order after order shows that almost every Doozit sold makes a quick accompanying sale of famous Bruce Floor Cleaner. A *second profit* without extra selling!

Big Color Ads to Tell and Sell 41,000,000!

Because of the amazingly rapid success of this exciting combination, advertising plans have been expanded to include powerful bleed color ads in early spring issues of LIFE and Ladies' Home Journal. This great campaign will tell more than 41,000,000 readers the most exciting floor care news ever heard—and the rush will be on! Don't miss it. Check your stock now, then order today.

Order now!

PHONE • WIRE
OR WRITE

E. L. BRUCE CO.
MEMPHIS, TENNESSEE

BRUCE *floor products* ★

Liquid, Paste, Self-Polishing Waxes, Floor Finish, Linoleum Seal

They don't forget Dearborn!

People forget things—names, slogans, trade-marks.

But they don't forget Dearborn heaters!

Once a person has seen the Dearborn's beautiful styling, other heaters look dull and commonplace.

They don't forget Dearborn.

Once a person has felt the flood of warm air that pours from a Dearborn the instant it is turned on, other heaters seem old-fashioned and inefficient.

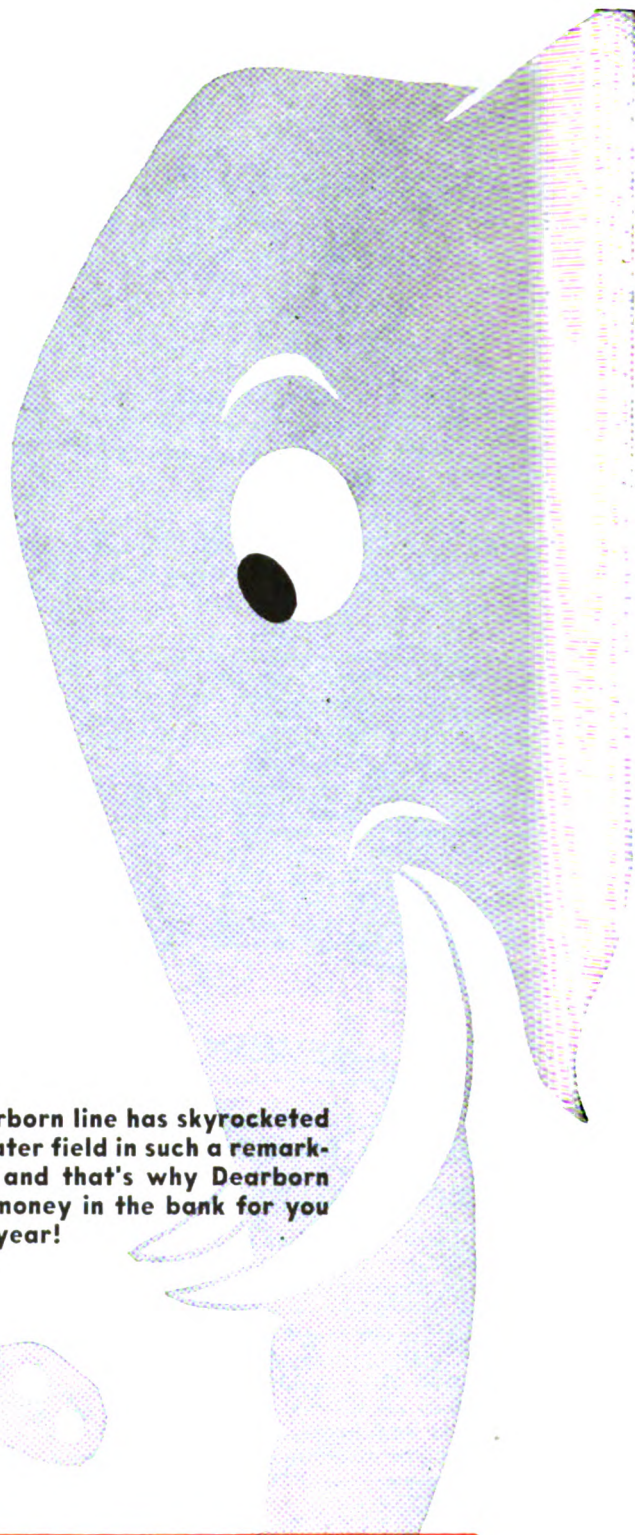
They don't forget Dearborn.

Once a person has seen how the Saf-T-Cabinet model stays cool, even when the Dearborn is on full force—

They don't forget Dearborn.



That's why the Dearborn line has skyrocketed to the top of the heater field in such a remarkably short time . . . and that's why Dearborn heaters will mean money in the bank for you during the coming year!



Dearborn

STOVE COMPANY

1700 WEST COMMERCE STREET

DALLAS, TEXAS

Branch Offices:

Merchandise Mart, Suite 1490
CHICAGO, ILL.

3625 South Grand Avenue
LOS ANGELES, CALIF.

MAKERS OF THE WORLD'S FINEST, SAFEST GAS HEATERS

*"The Chalice"
is making its debut!*

Watch for this newest, grandest Thermos brand ice preserver—it's "coming out," this month and next, in leading national magazines.

And what an introduction! This first advertisement brings out the full beauty and efficiency of this unusual vacuum-insulated product. It arouses new appreciation for the Thermos principle—wins new interest for the entire Thermos line.

See

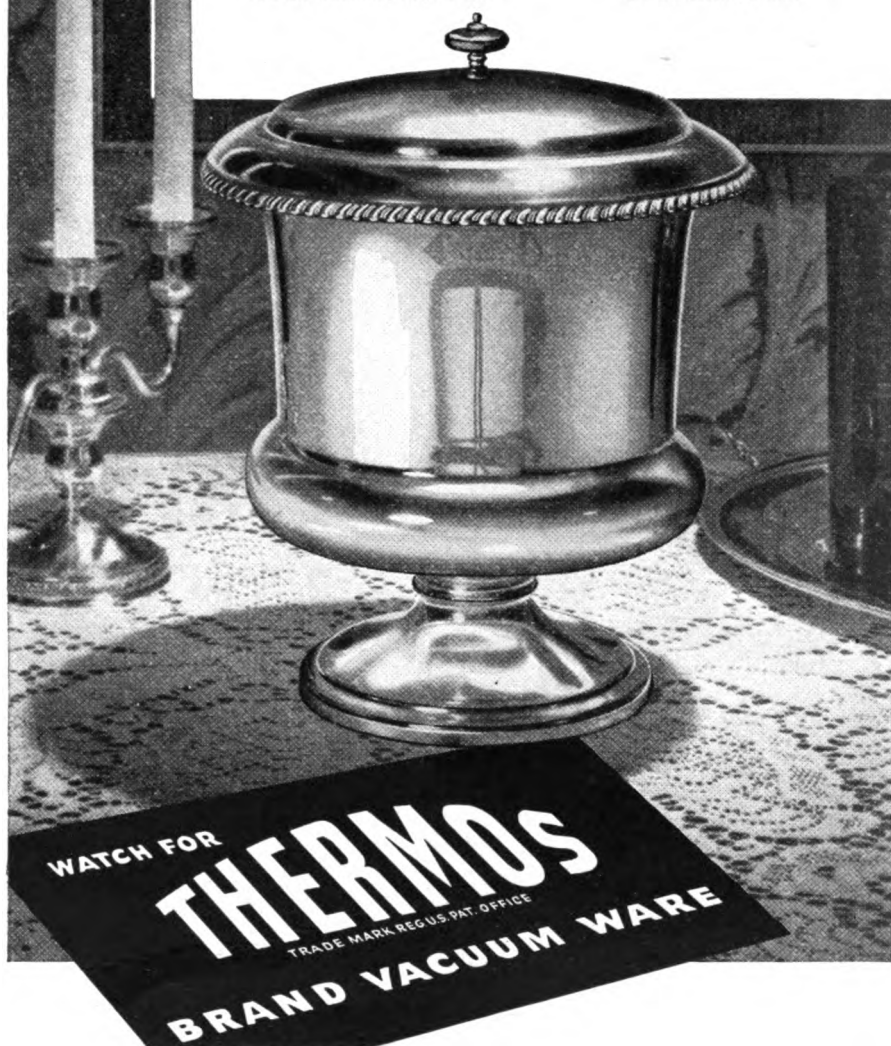
**ICE
CAN BE BEAUTIFUL**

This is your new centerpiece—a graceful silver chalice by Thermos—for ice, for soup, for punch, for flowers.

Designed after a nineteenth century wine cooler, this versatile bowl combines old-fashioned dignity with modern efficiency. It's *vacuum-insulated*—like all "Thermos" brand products—it keeps hot things hot or cold things cold for hours and hours.

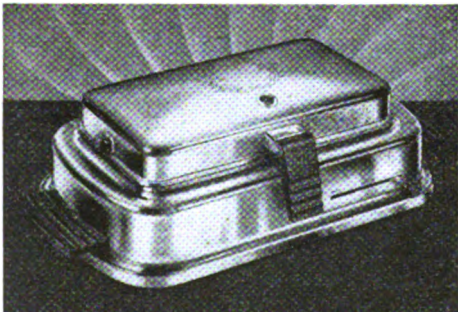
Of course, this silver chalice will be your most treasured possession, but you'll want other Thermos brand vacuum ware, too. Keep on the lookout for water bars and food jars, coffee servers and carafes—all this smart, vacuum-insulated merchandise is on its way to you.

THE AMERICAN THERMOS BOTTLE CO., NORWICH, CONNECTICUT
Thermos Bottle Co., Ltd., Toronto Thermos Limited, London



YOU THINK IT A GOOD
LINE TO HANDLE
MR HOLMES ?

OBVIOUSLY
DOCTOR WATSON
OBVIOUSLY!



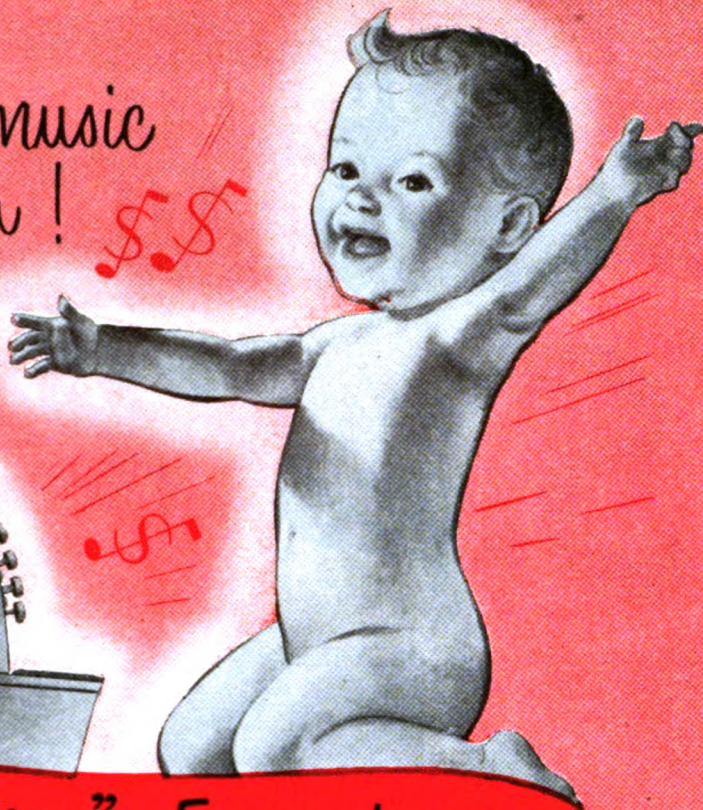
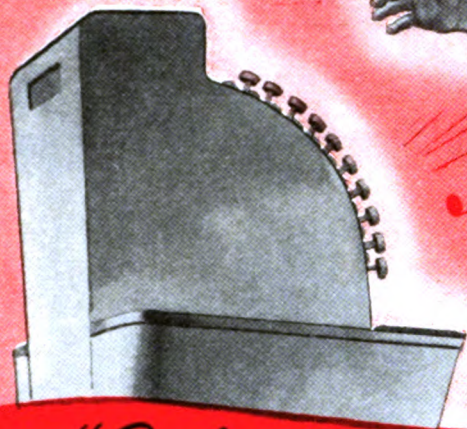
1. Steady growth in sales over a period of 27 years.
2. Distributed through reputable wholesale houses across the nation.
3. Well made—well thought of—priced right.

THE DOMINION LINE:

Flat Irons, Waffle Irons, Curling Irons, Toasters, Sandwich Grills and Grid-A-Bouts, Table Stoves, Heaters, Poppers, Hair Driers, Mixers, Heating Pads and Fans.

DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO

We'll make
beautiful music
for you!



"Baby Dear" Enamelware

3 LOVELY COLOR SELECTIONS

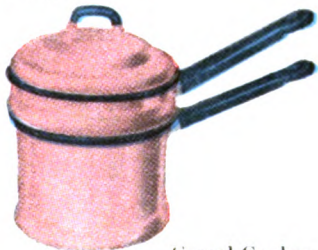
What more beautiful sound to the housewares dealer than the tinkle of the cash register bell! You'll hear it often when you carry the Baby Dear line in stock and keep it on display.

The demand for baby items knows no season. It's a *big* market the year round and the preference is for the Baby Dear brand when it comes to bottle sterilizers, cereal cookers and training chambers.

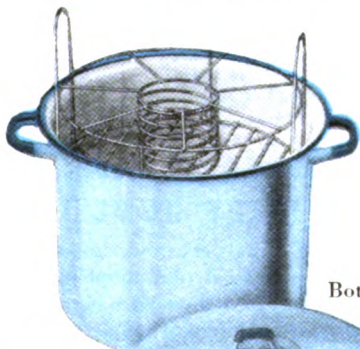
Mothers are quick to appreciate the value of Baby Dear durable, easy-to-clean, sanitary enamelware. They like the sound design of every piece in the line and the delicate color combinations.

So let the Baby Dear line help you keep that cash register ringing!

Training Chamber



Cereal Cooker



Bottle Sterilizer



CHAMBER • BOTTLE STERILIZER • CEREAL COOKER



FEDERAL ENAMELING & STAMPING COMPANY
PITTSBURGH, U.S.A.

**THE BIGGEST *NEWS* IN ALL
FRENCH DRY CLEANER HISTORY**

"Super" RENUZIT

NEW
Sensational
Features!

NEW
Scientific
Improvements

NEW
BIGGER
PROFITS
FOR
WHOLESALE
AND DEALERS
...get this story
it means EXTRA
SALES, EXTRA
DOLLARS for you!



BACKED BY
BIG SPACE
EVERY OTHER WEEK IN

LIFE

plus
RADIO
Advertising

ON 20 NETWORK
STATIONS

... reaching millions
of America's
housewives almost
every day!

RENUZIT—OUTSELLS ALL OTHER BRANDS COMBINED!
RENUZIT—IS OUT TO SELL EVERY HOME IN AMERICA!

This new "Super" Renuzit is a world-beater! Amazing in its performance—unbelievable in its all 'round efficiency! Homemakers everywhere will welcome it and shout its praises from the rooftops. Saturation advertising—sure-to-click promotions and a whole new profit set-up means faster turnover, and many, many more dollars for you. Don't miss it!

RENUZIT HOME PRODUCTS CO • PHILADELPHIA 3 • PENNA.

**LINE-UP WITH THESE
PROFIT-MAKERS**

**RENUZIT
SPOT & STAIN
REMOVER**

**RENUZIT
MOTH-
PROOFER**

**RENUZIT
HOUSEHOLD
OIL**

**RENUZIT
PREMIUM
MOTOR OIL**

**Spring's the Season for
Step Ladder Sales . . .**

lead the way with **COSCO**

BUILT BY
THE MAKERS OF
ALL-METAL
COSCO
HOUSEHOLD
STOOLS

PATENT PENDING



MORE
COMPACT
only 5½ inches
across
when folded

COSCO

THERE'S A COSCO STOOL FOR EVERY PURPOSE—PRICED FOR EVERY PURSE



Spring clean-up time is step ladder time in your customers' homes. And you'll be in pole position to profit from that big spring demand if you stock up *now* on all-metal COSCO Step Ladders.

With one-piece, tubular steel frames, the COSCO is strong enough for any work . . . yet light enough for any woman to handle. Flanged worktray is located flush with top of frame. Each step—with embossed "traction tips"—is tested to support 1,000 lbs. Self-locking brace holds ladder securely—open or closed. Wide-angle, "legless" base, with rubber floor grips, won't slide or tip. Four sizes: 4, 5, 6 and 7 steps. Handsomely finished in aluminum paint, with steps and worktray in baked-on red enamel.

Order from your COSCO distributor today. Or write direct for full details on all-metal COSCO Step Ladders.

FREE SELLING AIDS! Colorful display streamer for ladder; interesting, instructive sales manual; information and instruction tags; newspaper advertising material. Free on request.

HAMILTON MANUFACTURING CORPORATION
COLUMBUS, INDIANA

The Leading Manufacturer of All-Metal Household Stools

Hamilton Manufacturing Corporation
Columbus, Indiana

Gentlemen: Please send me complete information and prices on ☐ COSCO All-Metal Stepladders ☐ COSCO All-Metal Stools.

NAME _____

ADDRESS _____

CITY _____ STATE _____

KAY-TITE

CONTROLS WATER SEEPAGE
IN POROUS MASONRY



- ✓ CELLARS
- ✓ RESERVOIRS
- ✓ COPINGS
- ✓ BRICK WALLS
- ✓ BRICK PIERS
- ✓ FISH PONDS

- ✓ CINDER BLOCK WALLS
- ✓ CEMENT BLOCK WALLS
- ✓ STUCCO SURFACES
- ✓ PUMP AND BOILER PITS
- ✓ FIELD AND QUARRY STONE
- ✓ CONCRETE MASONRY
- ✓ RETAINING WALLS
- ✓ ROUGH MASONRY
- ✓ UNGLAZED TILE
- ✓ SWIMMING POOLS
- ✓ CISTERNS ✓ SILOS
- ✓ ELEVATOR PITS

✓ KAY-TITE CAN BE USED ABOVE OR
BELOW GRADE, INSIDE OR OUTSIDE

KAY-TITE

CONTROLS WATER SEEPAGE
IN POROUS MASONRY



KAY-TITE

CONTROLS WATER SEEPAGE
IN POROUS MASONRY



Send for your counter
and window displays to:

KAY-TITE COMPANY • WEST ORANGE, N. J.



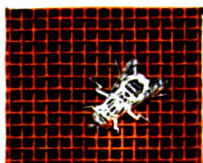
"WHAT I MEAN TO SAY IS, how can people know whether bronze screen cloth is the best thing there is if they never tried to squirm, worm or zoom their way through it?"

"Believe me, mister, if you'd ever sat around hungry for a whole season waiting for a bronze screen to rust so's you could get in at a nice fat young baby, you'd *know*. That bronze is just simply impossible. It sure keeps us bugs on the outside-looking-in.

"And not only that . . . legend has it that this goes on year after year—with bronze. And worst of all, more and more people seem to be finding it out. If they have to put up screens why don't they get the kind that rust . . . and give us bugs a break!"

★ ★ ★ ★

Again this year, in March and April, millions of American home owners will be reading about the strength, durability and long-run economy of rustless bronze insect screening*.



This Anaconda promotion, in handsome four color ads, will bring plenty of good customers into your establishment.

*The American Brass Company does not weave bronze insect screening, but from the earliest use of metal for screens, we have furnished uniform, high-strength bronze wire to the nation's leading manufacturers.



Anaconda

BRONZE SCREEN WIRE

THE AMERICAN BRASS COMPANY

General Offices: Waterbury 88, Connecticut
 Subsidiary of Anaconda Copper Mining Company
 In Canada: ANACONDA AMERICAN BRASS LTD.
 New Toronto, Ont.

How the news has got 'round!

"NEW ACME

say more than 1200 new



HERE'S WHAT YOU GET

in the quick-selling, paint-selling ACME 'package'

● THE SPOTLIGHT HOME DECORATOR—a handsome, convenient, easy-to-use display stand—FREE. Plus sales helps, 14-piece lithographed window display, direct mail, 50-50 newspaper ads, color cards.

● TREMENDOUS BACKING FOR YOU through a big, powerful, national-local advertising campaign—full-page, 4-color ads—aimed right at YOUR CUSTOMERS in the magazines they read, believe in, buy from.

● A TIE-IN WITH KEM-TONE—Acme's glorious new colors match, harmonize and contrast with Kem-Tone, biggest paint success in history. What a paint-selling tie-in!

● ONLY THE MOST POPULAR and fastest-selling colors in five fast-moving Acme Lines—House Paint, Enamel-Kote, Semi-Gloss Finish, Floor & Porch Enamel, Varno-Lac.

WHAT A 'PACKAGE' PROFIT FOR YOU!

PAINT DEAL IS O.K.

dealers, coast to coast!

**Acme's new, unusual
"Main Street America" program
a huge success in only 4 months!**

"WHAT A DEAL!" say more than 1,200 new dealers
who have already jumped to take on the new
Acme Main Street America package deal for selling paint.

Coast to coast, the new package deal has been a huge
success. There's good reason! It's aimed right at
the people **IN YOUR OWN TERRITORY** who need paint.

The program is geared to make them *want* Acme
paint, make it a cinch for them to *buy* Acme paint.

A quick look at the features of the program (opposite
page) will show you why it is selling paint—

LOTS OF PAINT—*fast*. It can sell for *you*, too!

ACME WHITE LEAD & COLOR WORKS

Detroit 11, Michigan



**If you don't have the details,
they're easy to get . . .**

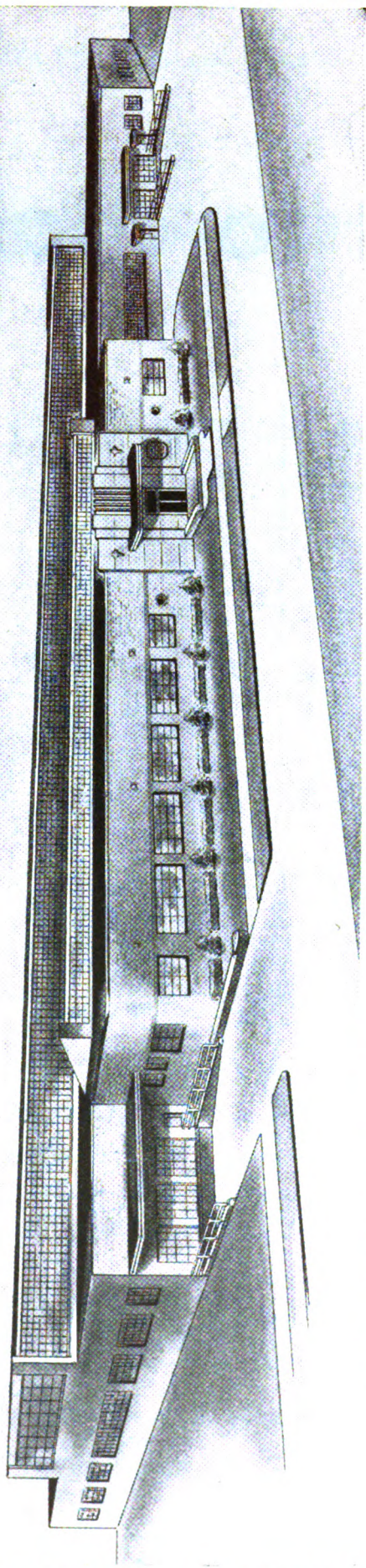
WRITE . . .

PHONE . . .

or WIRE . . .

**your ACME distributor
today or ask us direct**

ACME PAINTS



THIS IS IT THIS IS YOURS !

● With pardonable pride we announce the opening of our new plant. This is a dream come true . . . an ambition realized. Who or what is the driving factor behind this successful growth? The answer is so obvious that it shouts out loud. YOU . . . our retail outlets! YOU are the ones who have made Sheffield products the household favorites that they are today. You had faith when business was slow and dollars were few. YOU knew then, as you know today, that by giving your customers the greatest value for their money YOU would build YOUR business success. That is why you regularly featured Sheffield products.

● And so, our thanks to YOU for making this most modern of paint factories possible. We want YOU to visit it . . . to see for yourself the miracles of production and the resulting economies that are possible with our newest equipment. It is for YOU! We want you to know all about it. A full city square block is covered. Our employees work under the very best conditions of health and safety. Uniform and superior quality is more easily maintained. All for a better SUPER-KROME and other Sheffield quality paint specialties. Our doors are always open to you. This is YOUR plant. You helped build it. That is why we say, thanks to our dealers.

The Sheffield Bronze Paint Corporation CLEVELAND 19, OHIO



Colonial Paint Brushes

ALL MADE WITH PURE BLACK
CHINESE BRISTLES . . .



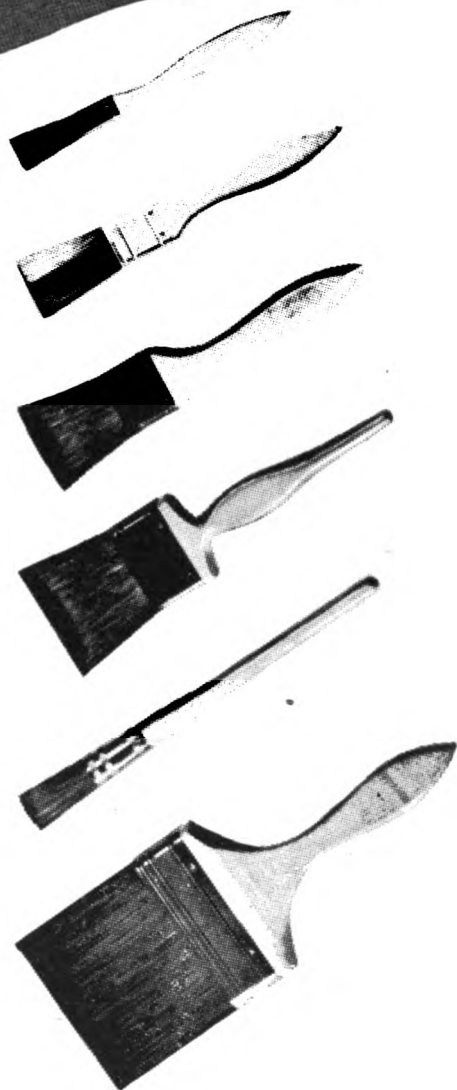
WE ARE ADVISING OUR GOOD CUSTOMERS TO PLACE
THEIR ORDERS FOR SPRING REQUIREMENTS NOW!

Retail from 10¢ up

FOR OVER A QUARTER CENTURY OUR MANAGEMENT HAS MANUFACTURED AND MERCHANDISED POPULAR PRICED BRUSHES

Though prices
of all materials are
steadily mounting,
our brush prices are
now lower* than they
have been in years.
**AND, they are equal to
PRE-WAR QUALITY!**

*Very frankly, we do not know how long
our low prices will remain at their present
low level.



Colonial Brush Manufacturing Company, Inc.

60 THAYER STREET • BOSTON 18, MASS.

TELEPHONE HUBbard 2-3588

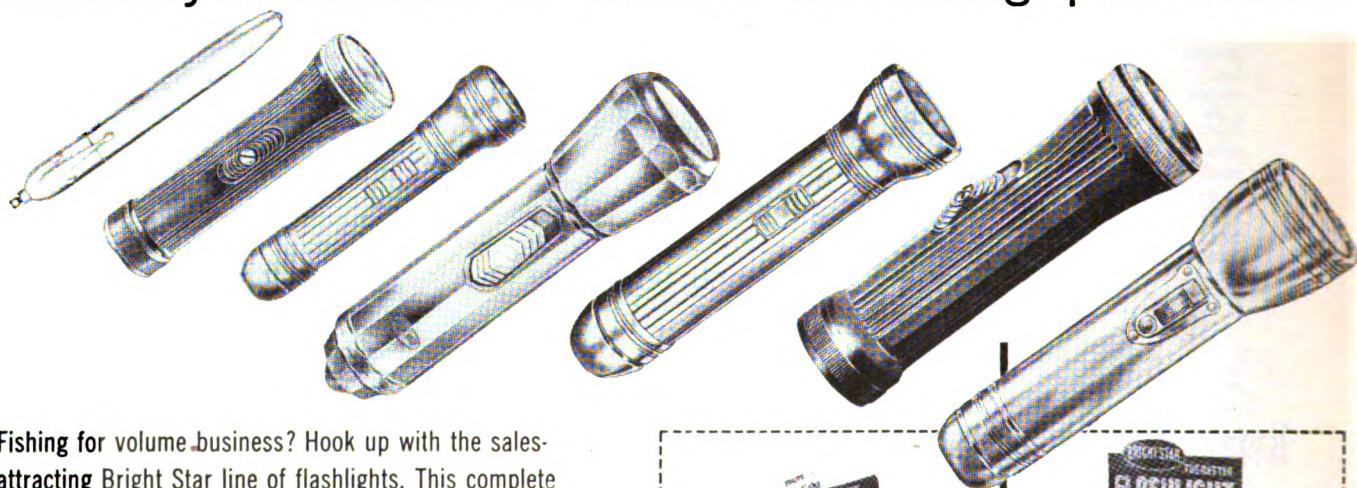


**better
lines make
you**

look better

in flashlights it's "Bright Star"

nationally advertised to millions in leading publications



Fishing for volume business? Hook up with the sales-attracting Bright Star line of flashlights. This complete family of flashlights offers variety—quality—smartness—durability. It's America's fastest-selling line to give you steady turnover all year 'round. Write today for details of Bright Star's high-average-profit merchandise deals in colorful display packages.

- ★ metal cases with gleaming chrome finishes
- ★ dramatically colorful plastics—cases withstand severest tests of heat, cold and moisture
- ★ three-way, lock and removable switches; bulb shock absorbers
- ★ a flashlight for every use at every price



no. 10m cells

Counter display promotes 24 Bright Star cells . . . guaranteed to exceed Gov't. C-18 specifications by 30% even on expiration date stamped on battery.



unit no. 2160

Six No. 216 two-cell chrome finished spotlights on 2 colorful displays. 48 No. 10M Bright Star metal top batteries in 2 die-cut counter display boxes.

BRIGHT STAR

BRIGHT STAR BATTERY CO., Clifton, N.J.
branch offices: Chicago and San Francisco

TWO LEADERS THAT

SELL AS ONE

... by America's Leading Rod and Reel Makers

MONTAGUE

Hollosteel RODS

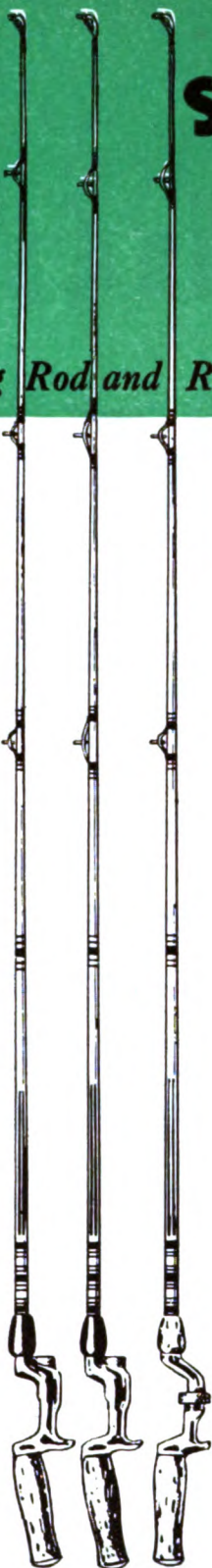
Everything a bait-caster could desire... from tip-top to buttcap. One-piece detachable grip. Lightweight, handsome. Flashing "Naturalcast" tip action. Casting tops and guides specially designed for accurate casts.

The kind of quality merchandise you *expect* from Montague. Lengths 4½ ft., 5 ft., 5½ ft. All with carrying cases.

Left: "TRAIL" Heavy chromium plating beautifully finished with blue flutings. Polished aluminum offset handle, best grade cork lower grip. With Viselock reel lock \$15. With Scrulock reel lock, \$12.50.

Center: "REDWING" Guarded offset casting top and line guides of nickel silver. Red flutings. Best grade cork lower grip, offset handle of anodized aluminum. With Viselock reel lock \$20. With Scrulock reel lock \$17.50.

Right: "FISHKILL" Attractive durable buff color finish. Offset aluminum handle, offset stainless steel stamped frame casting top and guides. With Viselock reel lock, \$12.50. With Scrulock reel lock (illus.), \$10.

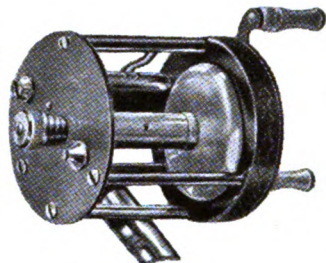


OCEAN CITY

BAIT-CASTING REELS

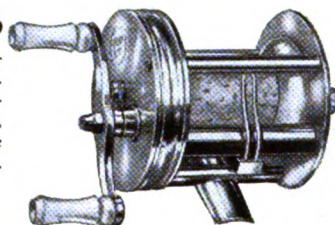
OCEAN CITY No. 999

Lightweight Zephyloy throughout. With the famous Smoothkaster control, Oilite bearings, quadruple multiplying, 100 yd. capacity, \$9.95



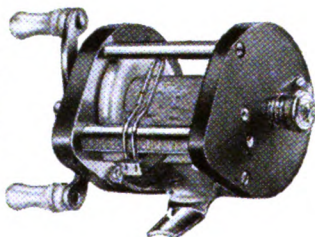
OCEAN CITY No. 970

The Smoothflite, chrome-plated anti-backlash reel. New Smoothkaster control... Oilite bearings, click and quadruple gears, 100 yd. capacity. Price \$7.50



OCEAN CITY No. 88

The Smoothkast, improved level winding mechanism, cork arbor and the Smoothkaster control. Quadruple gears, 100 yd... a leader at \$5.00



NATIONALLY ADVERTISED

SWEET-SELLING COMBINATION

MONTAGUE Rods

MONTAGUE ROD & REEL CO.
MONTAGUE CITY, MASS.

OCEAN CITY Reels

OCEAN CITY MFG. CO.
A & SOMERSET STS., PHILA. 34, PA.

Lightning Guider Sleds

"Ask the Boy Who Owns One"

SLED GUARDS

WOOD FOLDING PORCH AND STAIR GATES



STANDARD NOVELTY WORKS

DUNCANNON, PENNSYLVANIA

For Better Appearance of your product use Die Castings

Because
Because
Illustration of

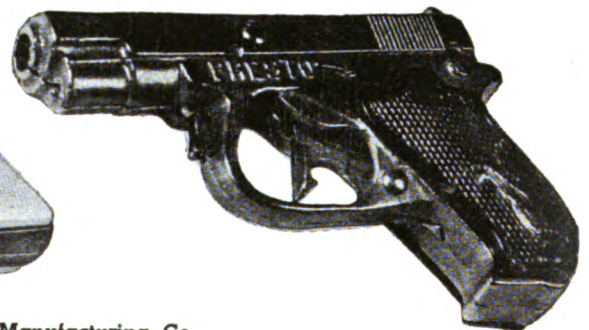
DIE CASTINGS have sharp outlines; smallest details are exactly reproduced. Ornaments and lettering are equal to engravings.

DIE CASTINGS have smooth surfaces which can be attractively painted, enamelled or electroplated.

A toy pistol
die cast



A toy pistol
sand cast



Illustrations through courtesy of Kilgore Manufacturing Co.

DOEHLER-JARVIS CORPORATION

The World's Largest Producer and Finisher of Die Castings

PLANTS AT

TOLEDO, O.

CHICAGO, ILL.

GRAND RAPIDS, MICH.

POTTSTOWN, PA.

BATAVIA, N. Y.

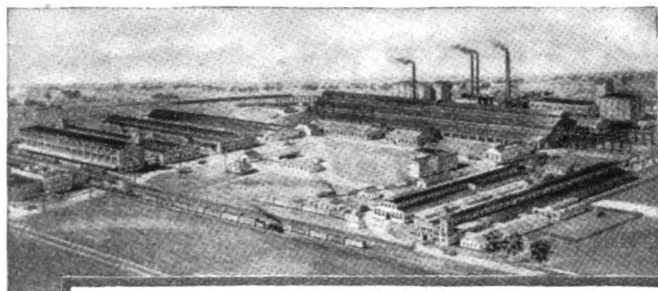
Executive Office

386 FOURTH AVENUE
NEW YORK 16, N. Y.



BEHIND GOULDS DEALERS IN '48

100 years of experience



A century of skill—*first* with the *newest* in engineering designs—an unbeatable combination available to you as a Goulds dealer. Goulds sells *only* through select distributors and their qualified dealers.

Expanded national advertising

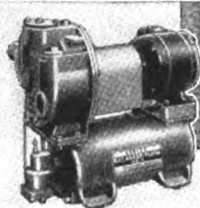
Consistent, large space, selling ads *spread* head the largest Goulds advertising program in 1948. Month in, month out, these messages will sell *your* prospective customers in *your* area through *America's* leading farm and small-town magazines. They'll send prospects into *your* store—ready to *buy* what they've seen.

For local use, *free* dealer newspaper ads, radio scripts, posters, signs, product literature, etc. are also available.

A complete line

From the sensational new, tankless Balanced-Flow and the new Jet-O-Matic through the three established reciprocating pump leaders, Goulds has a water system for *every* need! This *complete* line gives *you* steady profits, loyal customers . . . *repeat* customers. Write for the name of your nearest Goulds distributor.

GOULDS PUMPS, Inc.
Seneca Falls, N. Y.



New, tankless Balanced-Flow shallow well Jet! Overnight sales-leader everywhere.



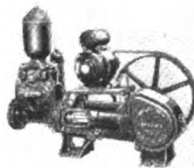
New Jet-O-Matic. Shallow well or deep well. Completely packaged sales unit.



Cid shallow well reciprocating pump.



Cid deep well reciprocating pump.



"Pyramid" shallow well reciprocating pump.

GOULDS

WATER SYSTEMS



FOR EVERY FARM AND HOME NEED



46
MILLION
ADVERTISING
MESSAGES

makes

Eagle

FARM TARPS

52% stronger

than ever before

Balanced construction isn't just a slogan or a selling phrase. It's a startling new development in tarp making. It is Eagle Tarp's guarantee of longer life, tougher wear and greater service. Yes, sir, balanced construction (patent pending) is making Eagle Tarps 52% stronger than ever before.

30% More Waterproof

Here's an extra plus: Balanced Construction permits the use of highly waterproof ingredients which has stepped up Eagle's waterproof efficiency by 30%.

Better and better and better... that's EAGLE FARM TARPS. And no increase in price... that's Wenzel policy.

Individually boxed for easy selling and modern merchandising, EAGLE FARM TARPS are priced right to move fast. They are bringing the farm tarp business back, through the wholesaler, to the local independent dealer.

*TRADE MARK

EAGLE IS THE LARGEST SELLING BRAND OF FARM TARPS, WATER BAGS AND IRRIGATION DAMS IN THE UNITED STATES

Watch the Eagle Farm Tarps ads. The biggest advertising campaign in our 60 years will help you sell more Eagle Tarps in 1948.

IF YOU ARE NOT ALREADY SELLING



Eagle

FARM TARPS

ASK YOUR WHOLESALER FOR A DEALERSHIP

H. WENZEL TENT & DUCK CO., ST. LOUIS 4, MO.



8 farm
tested sizes
5 regular
3 heavy duty



NOW!

for **H & R**

A VITAL NEW

NOW HARRINGTON &
RICHARDSON SELLS DIRECT TO
DEALERS—NO "GO-BETWEENS".
DEALERS WILL GET 10% TO 25%
MORE MARK-UP ON COST.

See this Profit advantage in
table shown below.

Write or wire for prices and Catalog
of full line.



MAKE THIS COMPARISON!
OF MARK-UP ON COST BETWEEN H&R AND OTHERS

TYPE OF ARMS	H&R CLASS B*	H&R CLASS A**	Mfg. 1	Mfg. 2	Mfg. 3	Mfg. 4
Single Bbl. Shotguns	50%	35%	25%		25%	25%
Single Shot Rifle	50%	35%	25%	25%	25%	25%
B.A. Repeater Rifle	50%	35%	25%	25%	25%	
Auto. Rifle	50%	35%	32%	32%	25%	

* Class B discounts approximate former jobbers' prices, tax included, and conditions of obtaining these discounts approximate former jobber buying habits.



** Class A extended to any recognized dealer in sporting goods—no quantity requirements.

DIRECT TO DEALER SALES PLAN!

H & R RIFLES

"LEATHERNECK" ▶

Model # 165
10 Shot Semi-Auto. Rifle



H & R REVOLVERS

"SPORTSMAN" ▶

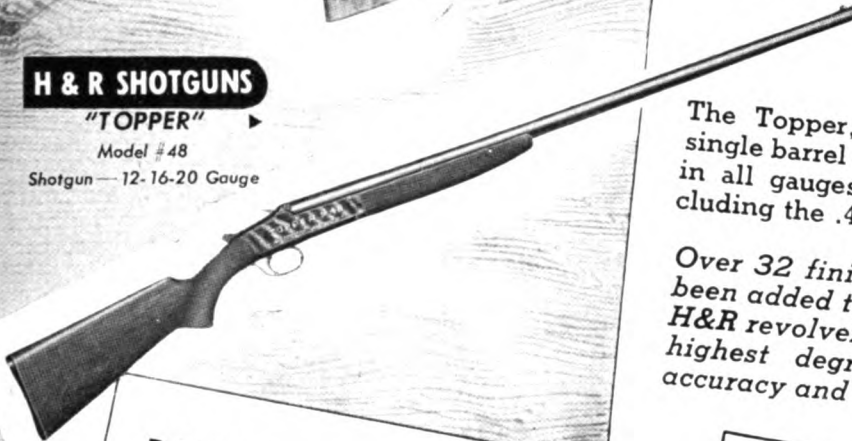
Model # 999
.22 Revolver—9 Shot



H & R SHOTGUNS

"TOPPER" ▶

Model # 48
Shotgun—12-16-20 Gauge



Completely RE-STYLED RE-ENGINEERED AND RE-PRICED LINE

Look to H&R to take leadership in 1948.

Many new models are being projected. These include a single shot .22, priced with the lowest in the field and rich with the latest engineering features; one new target rifle, and a new double-barrel shotgun are also in the works.

The famous H&R .22 calibre sporting rifles of the exclusive Gene Reising small arms patents are offered in the brand new "Series Fifty" line.

The Topper, world's largest selling single barrel shotgun, is now available in all gauges and barrel lengths including the .410 bore.

Over 32 finishing operations have been added to the manufacturing of H&R revolvers to bring them to the highest degree of workmanship, accuracy and finish.

BUY DIRECT

Dealers may now buy all available models direct from the H&R factory without limitations.

Exclusive manufacturer's agencies, who are independent business men in their community, will represent your needs and interests to us and will have complete information on the H&R line for you at all times.

COMPLETE ADVERTISING AND MERCHANDISING!

The H&R line will be extensively advertised during 1948. Page-dominating space in general magazines throughout the country will insure that every prospect in your community will know of H&R superiority. For your own use, regular and timely H&R promotions will be available throughout the year.

HARRINGTON & RICHARDSON ARMS CO.

335 PARK AVENUE, WORCESTER 2, MASS.

THE REVOLUTIONARY, NEW *Stubcaster*

IS A TREMENDOUS SALES
SUCCESS AT V.L.&A. CHICAGO



Mr. PAUL STROUD
Fishing expert and tackle buyer at
Von Lengerke & Antoine (VL&A) says

"The new STUBCASTER is proving to be the perfect supplement for every fisherman's tackle box. The public's demand for this revolutionary rod has been amazing. We look forward to an excellent STUBCASTER sales volume in 1948."

This success story is being repeated wherever the STUBCASTER is featured!

\$5⁹⁵ (WITHOUT REEL)
RETAIL

This patented spring steel coil gives ALL the action of a full length rod in playing a fish!

The STUBCASTER casting and trolling rod is in a class by itself with these exclusive features:

- 21" overall—breaks down at ferrule to 14".
- Fits any tackle box.
- Greater casting accuracy—the shortened arc gives better direction.
- The STUBCASTER reduces backlash.
- Cast close-in streams, overhand or underhand, without foliage interference.
- Cast 3 or 4 in a boat without tangling lines.
- Fewer lost fish—the STUBCASTER brings the fish right to the net.
- Aluminum and plastic pistol grip—moulded to fit the palm.

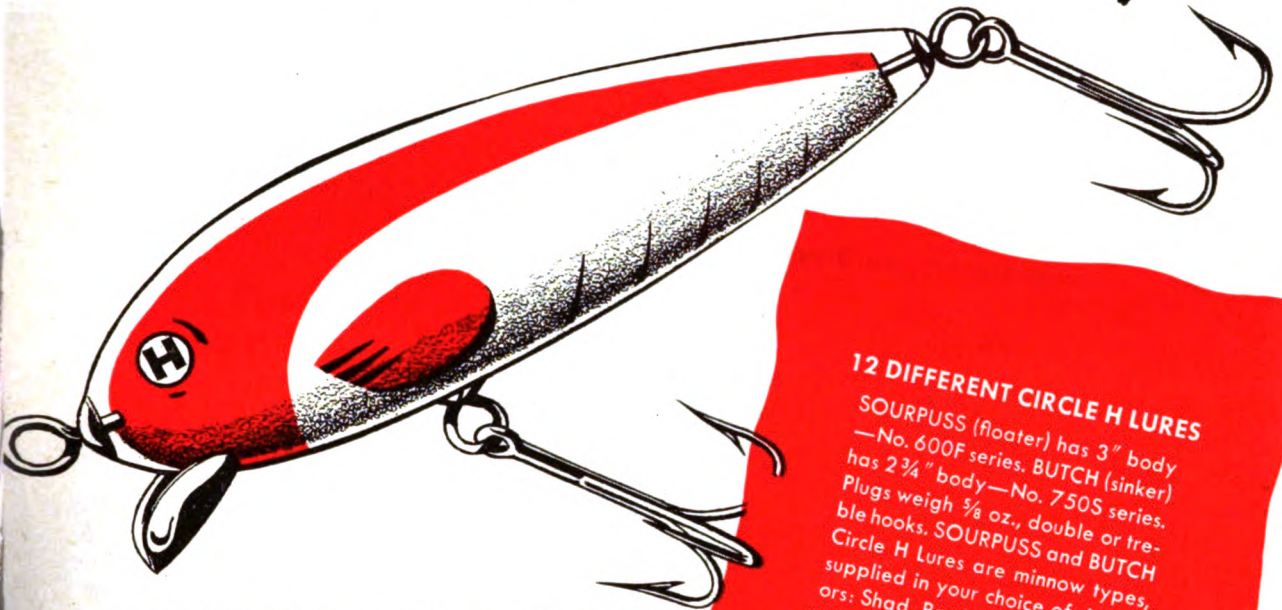
NATIONALLY ADVERTISED

Saturday Evening Post • Look
Popular Mechanics • Sports
Afield • Pic • Outdoor Life
Hunting & Fishing • True
Outdoorsman • Field &
Stream • Outdoors • Fur
Fish & Game • Southern
Farmer • Elks • Moose
Eagle

If your jobber cannot supply you, write to

WALTCO PRODUCTS, 2300 West 49th Street (Division of Kleinzway, Inc.) Chicago 9, Illinois

Who ever heard of a fishing lure *with colors inside the body?*



12 DIFFERENT CIRCLE H LURES
SOURPUSS (floater) has 3" body
—No. 600F series. BUTCH (sinker)
has 2 3/4" body—No. 750S series.
Plugs weigh 3/8 oz., double or tre-
ble hooks. SOURPUSS and BUTCH
Circle H Lures are minnow types,
supplied in your choice of six col-
ors: Shad, Perch, Rainbow, Moon-
eye, Shore Minnow, Red and
White Special (SOURPUSS illus-
trated). Retail price, \$1.35.

Thousands of anglers from coast-to-coast are read-
ing about new, patented Circle H Lures in current issues
of Field & Stream, Outdoor Life and Sports Afield.

Letters and orders are pouring in (100 in a single
mail). Anglers are reserving space in tackle boxes for
this "hot" lure that attracts 'em *scientifically* (who
said fishing was luck?).

For fresh or salt water casting and trolling, Circle H
Lures are made of clear plastic with exclusive pat-
ented finish inside. Thus, color is protected—*can't*
fade, chip or scrape off.

And here's the second big feature every fisherman
wants: *Body glistens like real scales and attracts game fish*.
That's a result of the lens-like action of plastic thickness.

Put Circle H Lures against a dark green or brown
background in a bathtub or pan of water. See the differ-
ence! See why fish strike! See why your customers are
already mentally weighing bigger catches this season.

Hook and leader eyes can't pull out. They're welded
into one strong unit—another big Circle H Lure feature.

Sold exclusively through jobbers, Circle H Lures
are now in production and will be available in fairly
substantial quantities for the 1948 season. Order a
trial supply of Circle H Lures from your jobber now
—or write to us if he cannot supply you. *Get ready to
turn anglers' plans into bigger profits!*

CIRCLE  LURES

HOLDENLINE Co. 2311 Scranton Road • Cleveland 13, Ohio

HOLDENLINE—T. M. REG. U. S. PAT. OFF.

FOR THE **FIRST TIME!**

GEM

MICROMATIC
SINGLEEDGE BLADES



5 FOR 25¢

2 FOR 10¢



SPECIAL GEM Jr. RAZOR 29¢
WITH 2 BLADES



AVOID '5 O'CLOCK SHADOW!'

A COMPLETE
BLADE AND
RAZOR
DEPARTMENT

ON ONE
POWERFUL
SELF-
SELLING
CARD

**SELLS
MORE RAZORS
SELLS
MORE BLADES**

Simply spot several cards on counters—in windows. People can't resist bargain-appeal. A razor and two blades at the special price of 29¢ is the biggest bargain on your shelves today.

ORDER NO. 184 GEM BLADE AND RAZOR MERCHANDISER

Contains: ● 5 pkgs. Gem Singleedge Blades.....5 for 25¢
● 5 pkgs. Gem Singleedge Blades.....2 for 10¢
● 3 Gem Jr. Razor card-kits (with blades).....29¢

**RETAILERS' COST ONLY \$1.84 A CARD—
ORDER ENOUGH—ORDER NOW!**

Avoid '5 o'clock Shadow' with GEM

Gem Division, American Safety Razor Corp., Brooklyn 1, N. Y.



WEATHER'S COLD BUT SALES ARE HOT



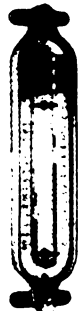
...if Taylor's line is what you've got

Taylor Instruments are plentiful again. And they're breaking all pre-war sales records. Smart new designs plus consistent national advertising makes Taylor more than ever America's hottest cold weather line. Get these popular Taylor

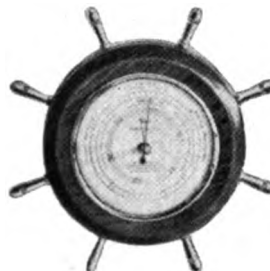
Instruments out on your counter now for quick turnover. Order through your wholesaler or write Taylor Instrument Companies, Rochester, New York, or Toronto, Canada. [Prices slightly higher in Canada.]



New Taylor Indoor Outdoor Thermometer in a brand new design. Tells both indoor and outdoor temperatures without even looking out the window. No installation—tube just slides across window sill. No. 1AP1 warm ivory or 1AP2 walnut plastic case, \$7.50.



5448 Maximum Minimum Thermometer. One of the fastest sellers we ever put out! Registers the coldest and warmest temperature since last setting, plus the temperature now. A necessity for farmers, orchardmen, shippers, warehousemen, and a must for any weather nut. Navy style, gray plastic case, complete with setting magnet, \$10.00.



2293 Ship's Wheel Baroguide. Taylor's most popular new barometer. Hand rubbed walnut case with brass spokes. Easy reading Taylor Baroguide forecast dial is silvered metal with black numerals. Exclusive Taylor altitude adjustment on back. Key hole hanger. \$10.00.



5304 Deluxe Window Thermometer. Always a favorite. Large diameter tubing, specially selected for magnification. Hand-blown bulb. Pleasing gray and ivory vitreous-enamelled scale with bold black numerals and graduations fired-in for permanence. Open 10" scale. Slotted back for easier reading. Stainless steel mounting bracket. \$3.50.



5316 Tempright Window Thermometer. A standard of value in the popular-price range. Large, easy-to-read Permacolor tube. White vitreous enamel 8 1/2" scale; black numerals and graduations fired-in for permanence. Slotted back for greater visibility. Adjustable mounting bracket. \$1.50.



5928 Deluxe Oven Thermometer. Even the newest oven needs checking with this accurate Taylor thermometer. Glazed pottery base, easily cleaned vitreous-enamelled scale, Binoc mercury tube and bold black numerals assure easy reading even in dim light. Each 6" high, in recipe file with index cards, instructions. \$2.50.

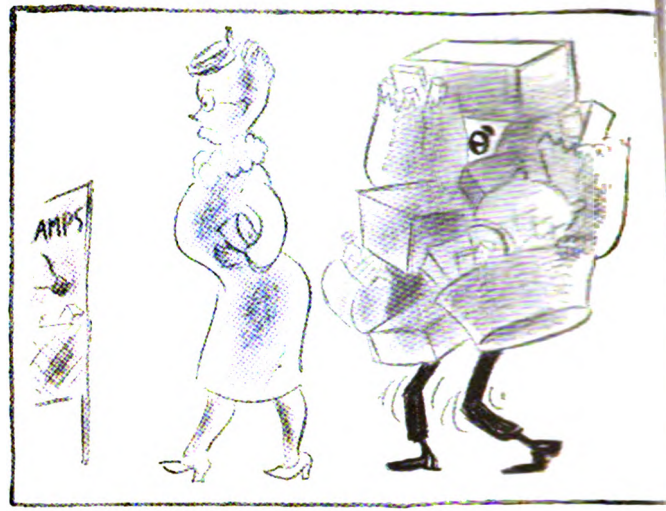
Taylor Instruments

— MEAN —

ACCURACY FIRST

IN HOME AND INDUSTRY

G-E LAMPS



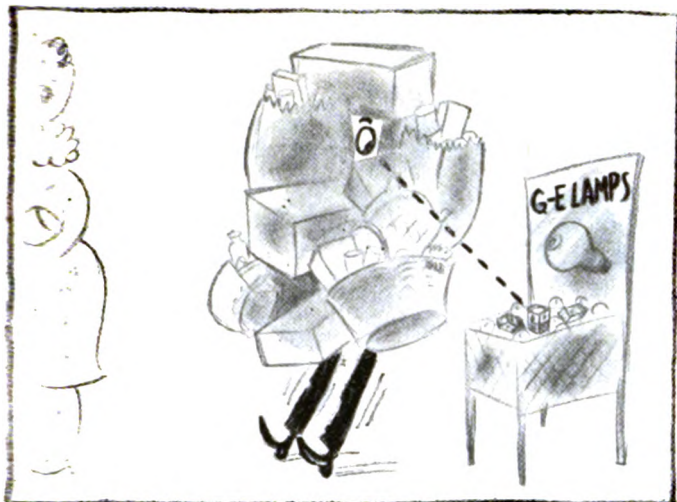
SELL



PEOPLE EVERYWHERE know that the G-E monogram on lamp bulbs means first quality. And consistent advertising in magazines, newspapers and on the radio keeps reminding your customers that General Electric research is always at work to make G-E lamps *Stay Brighter Longer*. Preference pays off in profits when you handle G-E lamps!



IT'S EASY TO CASH IN on the two big General Electric advantages—quality and preference. Just display plenty of popular-size G-E bulbs where every customer can see them. And be sure they're plainly marked "G-E". To help you make G-E lamps *sell on sight*, your distributor will keep you supplied with eye-catching counter cards and other tested sales aids.



ON SIGHT



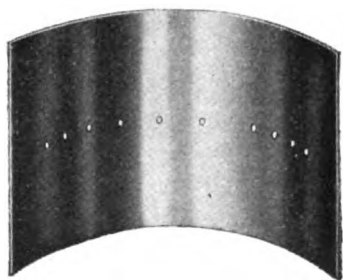
JUST a good look at General Electric lamps in your store is all it takes to remind customers that they need bulbs—and that "G-E" is the kind they want. G-E lamps are preferred by more people than any other make of light bulb and for two good reasons. (1) They're *pre*-sold by intensive advertising. (2) They're tops for seeing, because General Electric research works constantly to make G-E lamps

Stay Brighter Longer!

NOW YOU CAN GET ALL YOU WANT!

G-E LAMPS
GENERAL  **ELECTRIC**

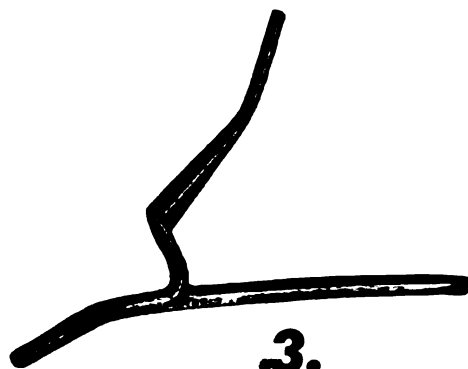
HERE ARE THE ADVANTAGES that SELL Milescraft Trowels



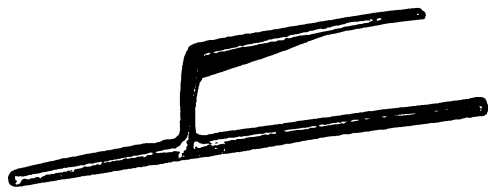
1.



2.



3.



These exclusive features were developed three ways. By our purchase of additional manufacturing facilities. (The complete trowel division of the E. C. Atkins & Co.—The Atkins Trowel Line.) From the joint experience of Atkins and Milescraft Engineers. Third, from extensive field research . . . the man on the job wants these features:

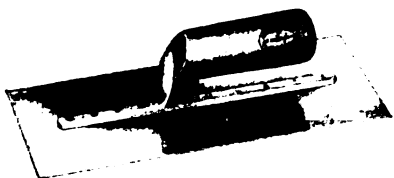
1. **SWEDISH SPRING STEEL BLADES.** The steel for all Milescraft Lite-Wate Finishing Trowels is imported direct from Sweden. There is no finer spring steel in the world.

2. **COMFORTABLE HANDLE . . . HARDENED RIVETS.** The wooden handle is lightweight, splinterless and comfortable. The heads of the rivets are hardened to the same degree as the spring steel blade.

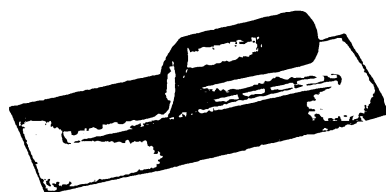
3. **FORGED ALUMINUM MOUNTINGS.** The aluminum mounting is drop-forged. They withstand the severe deformation shown without breaking or cracking. You can bend the handle of these trowels to fit any size hand.

See your favorite jobber for more information about Milescraft Lite-Wate Finishing Trowels.

CEMENT AND PLASTER FINISHING TROWELS



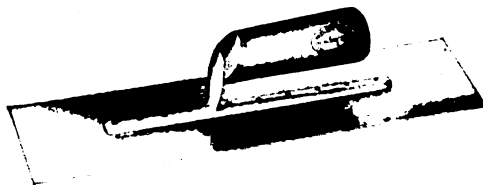
Model #91 A—4½" x 11¼"



Model #93 A—4¾" x 11¼"



Model #95 A—4" x 12"



Model #97 A—4" x 14"

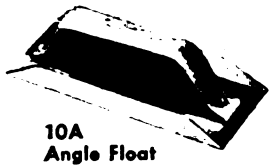
SOLD THROUGH JOBBERS ONLY

MILES MANUFACTURING COMPANY

10409 MEECH AVENUE

CLEVELAND 5, OHIO U. S. A.

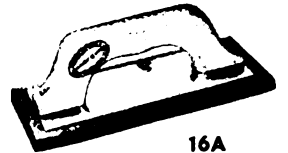
MILESCRAFT TOOLS FOR MILES OF WEAR



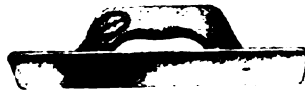
10A
Angle Float



22A Cement Float



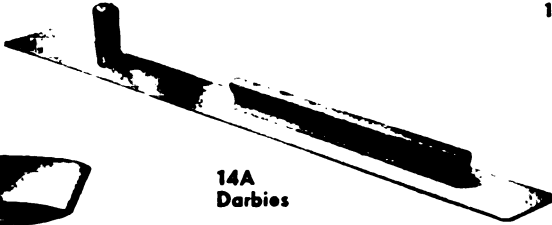
16A
Sponge Float



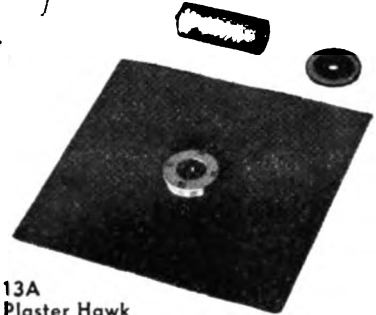
11A Production Float



15A Plaster Paddle

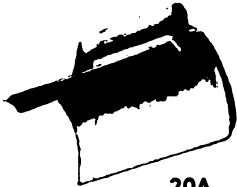


14A
Darbies

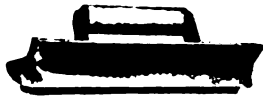


13A
Plaster Hawk

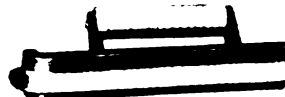
THE MILESCRAFT LINE IS THE COMPLETE LINE



20A
Special
Curb Tool



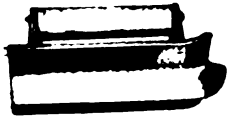
21A Long Groover



23A Narrow Jointer



33A
Standard
Curb Tool



28A Wide Jointer



131A
Steel Hex
Plumb Bob



132A
Steel Hex
Plumb Bob



133A
Steel Hex
Plumb Bob



29A Edger



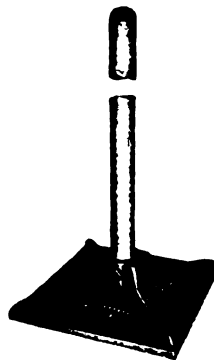
26A
Cement Groover



31A Narrow Edger



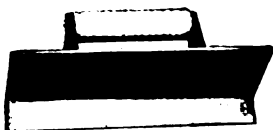
25A Cement Edger



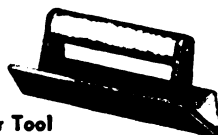
Tampers
1A 8x8 - 0A 10x10



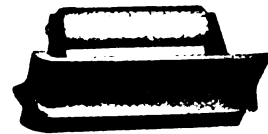
32A Corner Tool



30A Long Edger



24A
Corner Tool



27A Cement Jointer

INQUIRE AT YOUR FAVORITE JOBBER

MILES MANUFACTURING COMPANY 10409 MEECH AVENUE
CLEVELAND 5, OHIO, U. S. A.

THERE IS NO SUBSTITUTE FOR CAST IRON CEMENT TOOLS

"MASTER BRITE BLADE HAS EVERYTHING I WANT IN A STEEL TAPE RULE"



Says
MR. ONA ARBOGAST,
JOB SUPERINTENDENT*

RETAILS AT

\$1.75

308 W. . . . 8 ft.
BRITE BLADE . \$1.90



NEW!!

10 ft. BRITE BLADE
Model 310W . . . \$2.25
Spare Blade . . . \$1.25

*Newbery Electric Co.
1038 Venice Blvd.
Los Angeles, California.

"I need a compact, sturdy rule which gives me quick accurate measurements even in dim light. That's why I choose Master Brite Blade for my steel tape rule. It has everything!"

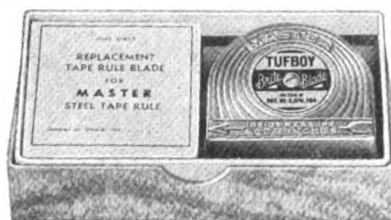
Master Brite Blade's snow-white finish and jet-black numerals and graduations has made it a top favorite with all who require an exceptionally easy-to-read rule. This perfected finish won't

peel, chip or crack.

Inside-outside measure feature, finest tempered steel blade, heavy solid zinc alloy case and gleaming nickel plated finish combine to make

the Brite Blade a superb example of Master craftsmanship.

Identify your name with the best in rules...Master Steel Tape Rules. Write for information on the complete line of wood and steel tape Master Rules.



HAVE YOU SEEN THE NEW MASTER COMBINATION PACKAGE?
It's boosting sales and jumping profits for dealers everywhere. . . . Send for full information . . . NOW!

MASTER

REG. U.S. PAT. OFF.

WOOD AND TAPE RULES

MASTER RULE MFG. CO., INC.
201 MAIN STREET • WHITE PLAINS, N. Y.

General Field Sales Office:

105 W. Adams St. • Chicago 3, Ill.
BRANCH: P. O. Box 1587 Oakland, Calif.

This Complete Line of Stanley Drivers



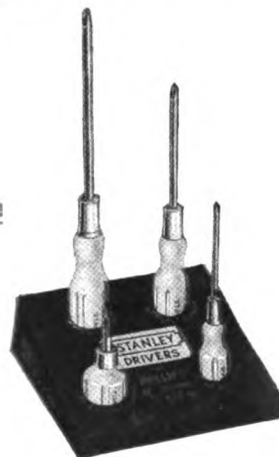
**makes the most
of the trend
to Phillips Screws**

● Stanley makes it easy and economical for you to sell every user of Phillips Screws, right across the board . . . handy-men, repairmen, small plants and large factories. Just four types of Stanley Phillips Drivers open up for you all of this rapidly growing market for new drivers. Stanley quality and value.



COLORFUL **MERCHANDISER** FREE!

On your counter, in your window, on top of a showcase, this cardboard merchandiser does a big job of selling in a small space. Furnished free with two Stanley units of six-drivers — No. 2701A and No. 2731A. Order from your jobber. Stanley Tools, New Britain, Conn.



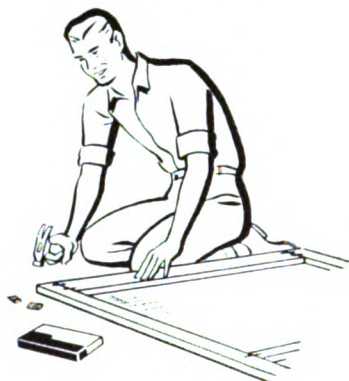
STANLEY

The tool box of the World

ACME CORRUGATED FASTENERS ...The Versatile Household Repair Need



- 1** Fast and sure for furniture repair . . . strong holding power



- 2** Ideal for reinforcing wood sash screens . . . handy as nails



- 3** Cleanly and easily hammer driven . . . sharp as tacks



USEFUL, FAST-MOVING ITEM FOR YOUR STORE

On your front counter and in self-service bins, colorful, attractive packages of Acme Corrugated Fasteners will sell themselves. These handy, easily driven fasteners can be used everywhere for repair of household items. See your jobber for sales-making cartons of 12 boxes, 50 fasteners each. Three sizes: $\frac{3}{8}$ x 4, $\frac{1}{2}$ x 5, $\frac{5}{8}$ x 5.

NEW YORK 7 • ATLANTA • CHICAGO 8 • LOS ANGELES 11

ACME STEEL COMPANY



ALL "DELUXE" ITEMS NOW AVAILABLE FOR IMMEDIATE DELIVERY FROM YOUR AMEROCK JOBBER.

Drawer pulls, door pulls, and "push button" catches are made of solid brass in gleaming Chromium plated finish with "jewel like" plastic bases and color embossed lines. Ebony black and red are by far the most popular colors, but this beautiful pattern is available also to special order in delphinium blue, ivory, green, and yellow to match any kitchen decorative scheme.

Matching knobs and hinges made of steel, heavily chromium plated, color embossed lines.

Packaging — Each item individually wrapped and packed in printed envelope complete with screws — protects polished finish, prevents loss of screws and small parts, saves dealers and users time.

THE NO. E9700 FLEXI-GRIP CATCH

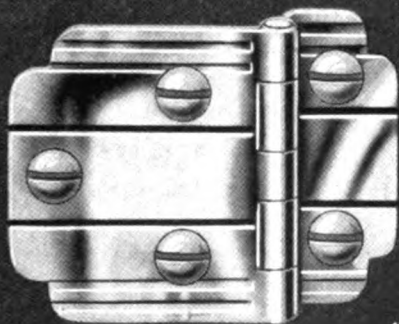


Pat No. 2,376,325
Pat. 1945 Canada

This remarkable catch automatically adjusts itself to normal swelling or shrinking of cabinet doors. smooth, positive action is assured

because lifetime conical spring equalizes grip of "floating fingers" even when Catch and Strike are "off center".

After recent torture tests of over one million operations, this Catch came through smiling — with no appreciable signs of wear.



No. E3069 Steel Hinge
For 3/8" Offset Doors
No. E3067 Steel Hinge
For Flush Doors

Illustrations Actual Size

Copr. 1948

AMERICAN CABINET HARDWARE CORP.

ROCKFORD



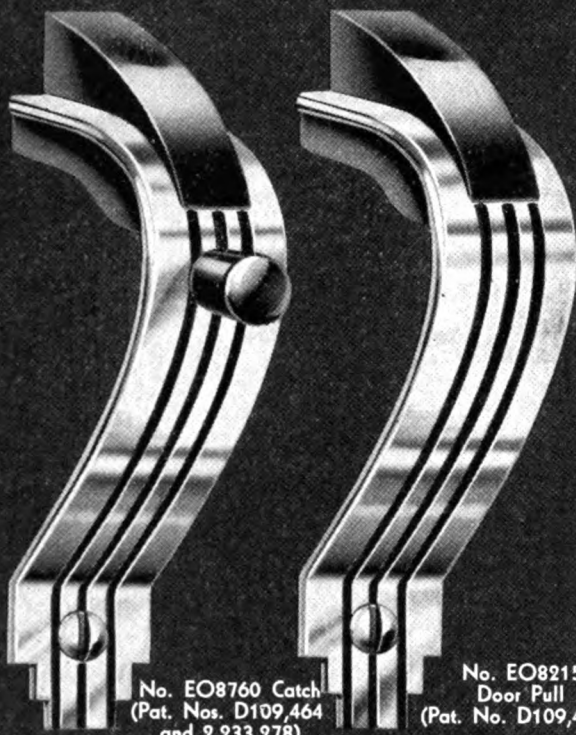
ILLINOIS

T. M. Reg.

U. S. — Can.

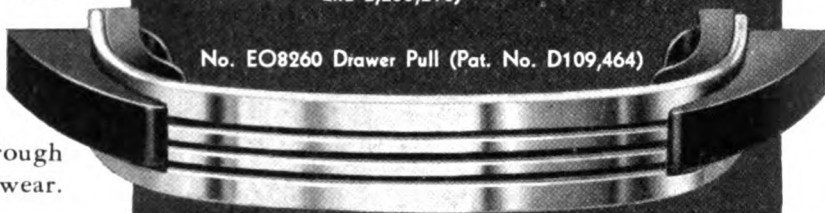
DeLuxe CABINET HARDWARE

AN OUTSTANDING VALUE
FOR COLORFUL KITCHENS

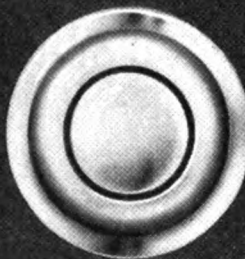


No. EO8760 Catch
(Pat. Nos. D109,464
and 2,233,278)

No. EO8215
Door Pull
(Pat. No. D109,464)



No. EO8260 Drawer Pull (Pat. No. D109,464)



No. E547 Knob



SEND COUPON FOR NEW PAMPHLET

AMERICAN CABINET HARDWARE CORP., ROCKFORD, ILL., DEPT. 3F
Please send me price list and latest catalog showing complete line of Amerock Cabinet Hardware.

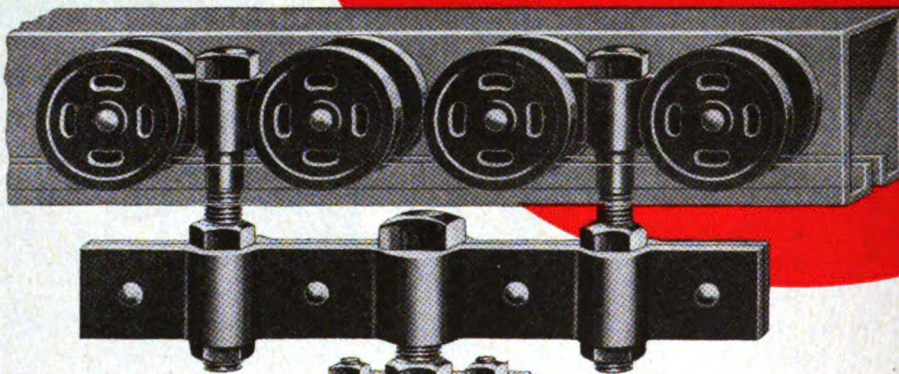
NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....
MY FAVORITE JOBBER IS.....



It's all in the ball!

You don't need a crystal-gazer to tell you that nothing rolls easier than a ball. Richards-Wilcox engineers are smart like that, too—that's why they designed R-W Sliding Door Hangers with ball bearings.

Yes, R-W Sliding Door Hangers mean *ball bearing hangers* . . . unsurpassed for smooth, quiet, friction-free performance, that means years of satisfaction. If it's a sliding door, be sure it rolls on R-W Ball Bearing Hangers and Lock-Joint Trolley Track.

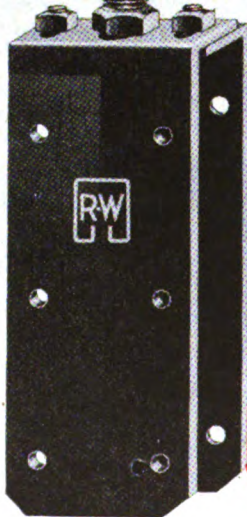


Ball Bearing Hanger No. 329

For use with Lock-Joint Trolley Track No. 30 to hang doors weighing up to 100 pounds.



Richards-Wilcox Ball Bearing Door Hangers and Lock-Joint Trolley Track are available in a wide range of sizes for doors weighing up to 3,000 pounds. Also available in complete "packaged" units that include all necessary hangers, track and hardware for doors of any specified size. Remember, Richards-Wilcox means "a hanger for any door that slides."



Ball Bearing Hanger No. 1098

For use with Lock-Joint Trolley Track No. 533 to hang doors weighing up to 3,000 pounds.

1880



1948

OVER 68 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A.

Branches: New York, Chicago, Boston, Philadelphia, Cleveland, Cincinnati, Washington, D.C., Indianapolis, St. Louis, New Orleans, Des Moines, Minneapolis, Kansas City, Los Angeles, San Francisco, Omaha, Seattle, Detroit, Atlanta, Pittsburgh

Never Stains! Never Rust-Streaks!

**ORDER
ALCLAD ALUMINUM
INSECT SCREENING**



Developed after years of Alcoa research, this aluminum screening is outstanding! For the first time, your customers can buy a metal screening that *never stains* adjoining woodwork or light masonry. And it can't rust-streak . . . requires no painting . . . is light, strong, durable.

You can sell this aluminum screening with confidence, at good profit, too. Your customers know that products carrying the label, "Made of Alcoa Alclad Aluminum", are made of highest quality aluminum. Now—through your regular trade channels, order fast-selling aluminum screening, made of Alcoa Alclad Aluminum. ALUMINUM COMPANY OF AMERICA, 1753 Gulf Building, Pittsburgh 19, Pennsylvania.

Here's Why It's Better

NO STAINING

Alclad Aluminum will not stain or discolor the woodwork or light masonry beneath it.

NO RED RUST

Red rust is eliminated, appearance improved, in quality screening made of Alcoa Alclad Aluminum.

LIGHT, STRONG, DURABLE

In every part of the country, customers are demanding more tough, long-lasting Alcoa Alclad Aluminum Screening.

This tag means *Quality*



These 8 will go great in '48

*Because there's substance
and stamina and sustained
support behind every
Peter Putter Product*

It doesn't take a business oracle to predict sustained success for outstanding products, outstanding packaging, outstanding promotion. That's why Peter Putter Products will again head the profit-parade in their field in '48. Backed by millions of messages in the Saturday Evening Post, Better Homes & Gardens, American Home, Pathfinder and other recognized media, these 8 "do-it-yourself" items will win new friends and influence new sales: Double X, Waxoff, Savabrush, Schalk's Crack Filler, Schalk's Wood Putty, Peter Putter's Plaster Pencil, Peter Putter's Grease Spot Remover for Wallpaper and the new Peter Putter's White Tile Cement. So hook up; book up; cash in. Ask your jobber!

SCHALK CHEMICAL COMPANY





BACKED BY
millions of messages in



FACTORIES: LOS ANGELES • CHICAGO



UNEXCELLED Performance
with **ILLBRONZE BRAND**
CHROME ALUMINUM
PAINTS and POWDERS

*ALWAYS
IN THE
SPOTLIGHT...*

You can depend on ILLBRONZE CHROME ALUMINUM PAINTS and POWDERS to take the spotlight and turn in a "star" performance. Whether it's ILLBRONZE NO. 42 QUICK DRYING PAINT, with its smooth decorative finish—ILLBRONZE NO. 65, the outdoor Paint—ILLBRONZE INDUSTRIAL CHROME FINISH, the general purpose quality—or ILLBRONZE NO. 800 HI-HEAT RESISTANT PAINT, you may be sure of the finest pre-war materials and unsurpassed working characteristics and durability.

ILLINOIS BRONZE POWDER CO., INC.
Dept. HA, 2023 S. Clark St., Chicago 16, Ill.



Another First For Franklin Clevises!



MODERN PACKAGING TO INCREASE YOUR PROFITS

New PACKAGE

- 1. Cuts Costs**
- 2. Saves Time**
- 3. Increases Sales**

RETAILERS: The Franklin line is complete. Sizes and styles for every requirement. For greater profit, specify "Franklin" when ordering clevises.

Yes, Wholesalers, Franklin Clevises now come to you in strong, corrugated boxes all ready for reshipment to the trade.

Packed six to the box, sizes plainly stamped on each box, Franklin Packaged Clevises are ready for the retailer in just the right number.

Franklin Packaged Clevises eliminate individual handling. Storage space is saved. Stock moves to the dealers in one-sixth the old time.

Franklin Packaged Clevises eliminate style and size errors in shipment. They are easy to count and to identify, saving labor costs.

Franklin Packaged Clevises are easier for your dealers to sell. They reach the customer in factory-new condition.

More profits to you from Franklin Packaged Clevises because there is no increase in price.

Franklin is the world's largest manufacturer of forged steel clevises. Your retail accounts will appreciate the better service you can give them with the line that's demanded the most.

Keep adequate stocks on hand.

FRANKLIN EQUIPMENT COMPANY...MONTICELLO, IOWA

We designed and built the highest quality into this machine--and then priced it into a market all its own!

**Priced
to sell
Now!**



THE "GOLDEN EGG" LINE



Clarke
duo
**SANDER
POLISHER**

ONLY **36⁵⁰**
LIST PRICE

The low-priced Duo Sander-Polisher will sell now and it will sell *fast*! Painters, cabinet makers, metal workers and hobby-crafters want it. Everyone that does sanding or polishing wants it—for work on autos, boats, furniture, school desks—and for all types of general maintenance work. Get complete details on this new "Golden Egg" Line profit opportunity. Write now!

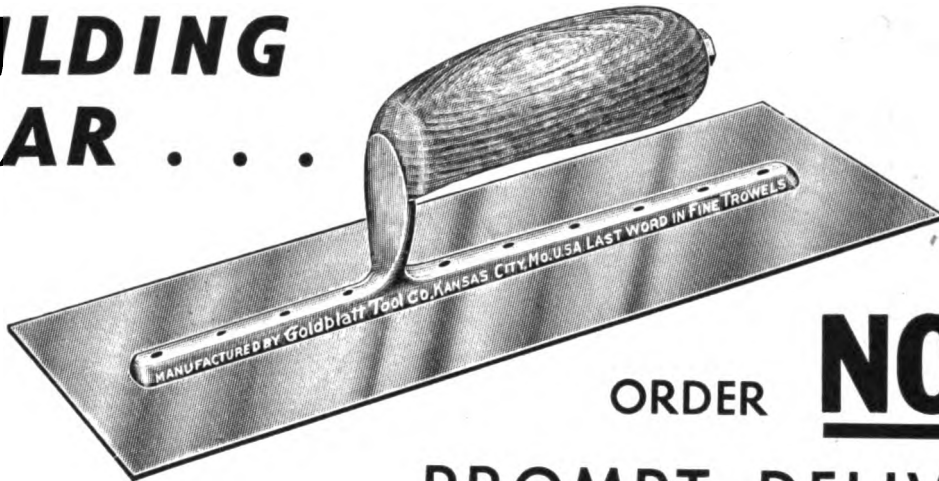
Clarke **SANDING MACHINE COMPANY**

3010 CLAY AVE., MUSKEGON, MICHIGAN

GOLDBLATT TOOLS

*The Complete Line
of Better Masonry Tools!*

**GET READY FOR A RECORD SMASHING
BUILDING
YEAR . . .**



ORDER **NOW**

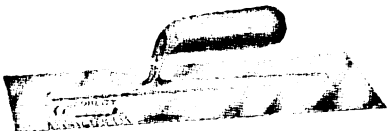
**TROWEL
B R A N D**



GOLDBLATT Masonry Tools have been established leaders in the masonry trades for over 63 years . . . the listing here is only a partial coverage of the more than 300 items we manufacture and carry in stock for immediate delivery.

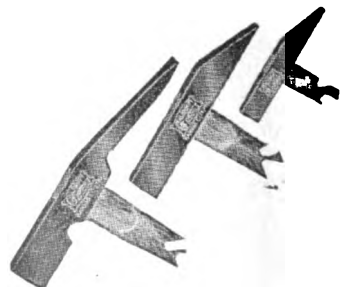
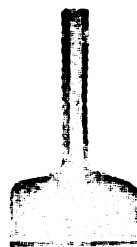
PROMPT DELIVERY!

Goldblatt correct certified Levels, Pointing Trowels, Margin Trowels, Pipe Trowels, Gauging Trowels, Aluminum Hawks, Aluminum Floats, Rubber Floats, Angle Paddles, Scratchers, Tile Setters' Hammers, Brick Layers' Hammers, Scutches and Sets, Jointers, Bricklayers' Trowels, Tuck Pointers' Trowels, Cementers' Trowels, Edgers, Bronze Cement Groovers, Steel Cement Groovers, all types of Base Tools, Sled Runners, Lathers' Hatchets, Nippers, Plastering Trowels, Brushes, Leveling Instruments, Marble and Tile Setters Tools, Tool Bags, in fact, EVERYTHING FOR THE MASONRY TRADES.



**WRITE FOR OUR
NEW CATALOG**

Be Prepared for Spring Building Rush

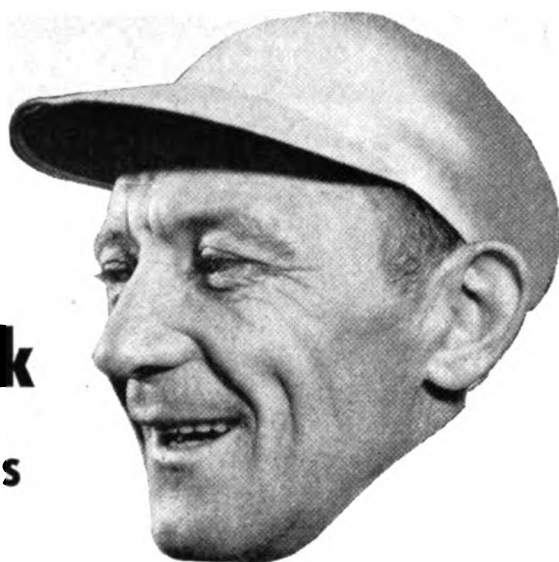


GOLDBLATT TOOL CO., 1622 Walnut St., Kansas City 8, Mo.

"I Like

***Supertreated* Pol-mer-ik**

**because my customers
like extra gloss!"**



Master Painter, RAGNAR ERICKSON, is glad that Supertreated Pol-mer-ik is again available. For its better leveling, smoother brushing qualities result in the higher gloss so valued by all paint customers.

Supertreated Pol-mer-ik, with the special processing that toughens its molecular structure assures the painter of a more rugged, more beautiful paint film . . . assures his customers of a thoroughly satisfactory paint job.

So, for better painting use Supertreated Pol-mer-ik — the finest linseed oil science has produced.

Pol-mer-ik *Supertreated*



Production
in 26 States
and Canada

100% PURE LINSEED OIL

Available in factory-sealed cans

EXTRA VALUE AT NO EXTRA COST

Product of **ARCHER-DANIELS-MIDLAND CO.**

684 Roanoke Building, Minneapolis, Minnesota

Please send additional data on Supertreated Pol-mer-ik Linseed Oil.

Name

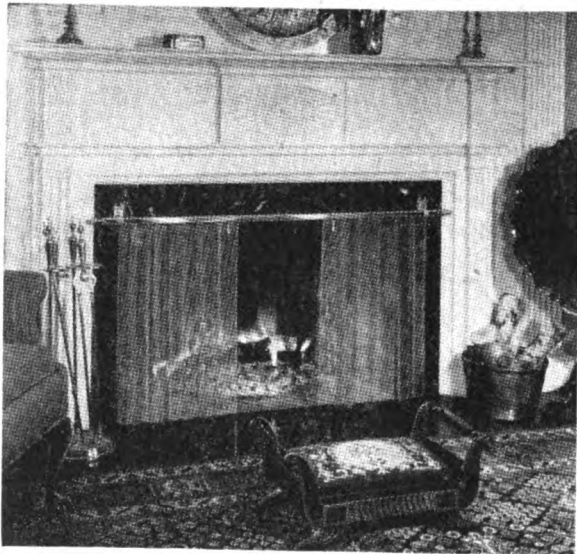
Firm

Address

City Zone State

WHY THEY BUY

Flexscreen REG. U. S. & CANADA PAT. OFF. SAFETY FIREPLACE CURTAINS



🔥 IT'S THE ORIGINAL...

Not every flexible screen is a Flexscreen—but it's *Flexscreen* your customers know and want. Fifteen years of consistent, hard-hitting national advertising, plus the praise of enthusiastic owners, have created a market that insists on the *original* woven metal fire curtain — Flexscreen!

🔥 IT'S SUPERIOR...

Flexscreen fabric is specially woven—at our plant—for Flexscreen alone. It's very resilient—a *better* fabric for this specific purpose... sheer, lovely, yet absolutely spark-proof... heat treated for years of service. Unipull—which slides curtains open or closed at the touch of one hand—is found *only* on Flexscreen. Fixtures are solid, attractively designed. Your customers are *right* in demanding Flexscreen!

Flexscreen's powerful customer appeal and eye-catching display value lead to quick, on-the-spot selling... of a quality item! Take advantage of the unequalled, constantly growing demand for Flexscreen. For *you*, it can mean an unprecedented turnover—and big profits!

Write us at 218 North Street for our Catalog, or ask our representative to call.

Makers of Fresh-Aire Fireplace Units

BENNETT-IRELAND INC.

Chartered in 1906
NORWICH, NEW YORK

Meet Our Platinum-Striped Beauty with Ivory Plastics

INTRODUCING *Imperial*

LOOKS LIKE A MILLION
FOR THE MILLION WHO
WANT *Vaculator*...



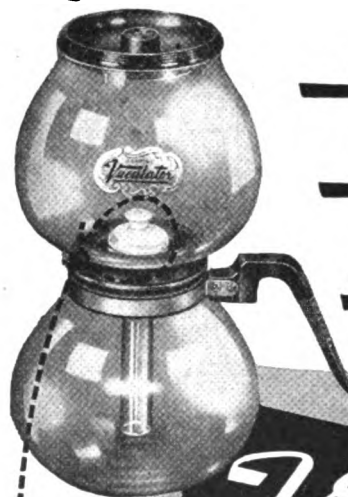
— another reason why

Vaculator

SELLS and

SELLS and

SELLS!



Vaculator
T.M. REG.

**IS
10 WAYS BETTER!**
— feature for feature, it offers
MORE FOR THE MONEY!

REPLACEMENT OF A RETURN OF MONEY
Guaranteed by
Good Housekeeping
as ADVERTISED THEVEN



Exclusive!

AFC Spring—Action FILTER

Only Vaculator has the Automatic Flavor Control Clothless Filter, with Spring-Action, to insure positive safety and perfect coffee every time.

VACULATOR, CHICAGO 6, U. S. A.



Let

ARVIN

**national advertising
build sales and good will for you!**

*In 1948 all these great national magazines will tell the story
of Arvin Electric Appliances — top quality at low prices!*

ARVIN—the nationally
advertised iron with all these
wanted features at this low price

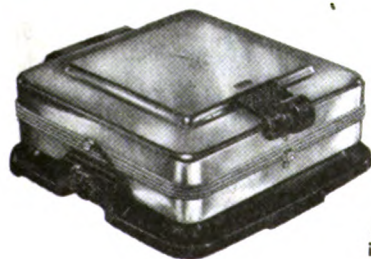
Arvin Irons are fast sellers because Arvin gives women the features they want at a price they are willing to pay. Most Irons with Arvin's wanted features are selling today from \$2 to \$8 more! And Arvin gives a full profit to you!

- ✓ less weight, less effort, the even heat does the work
- ✓ faster heating, faster step-down, saves ironing time
- ✓ cool "comfort-grip" handle
- ✓ plain-view automatic heat control for all fabrics

\$ **9⁹⁵**



ARVIN Electric Cook



\$ **27⁹⁵**

America's No. 1 value
in cooking convenience
GRILLS • FRIES • BAKES • TOASTS

Amazing capacity: 16 hamburgers, 8 pancakes, 4 full-size toasted sandwiches, or 4 generous waffles. Converts in seconds from grill to fully automatic waffle baker. Dependably built! Beautifully finished. Let this fast-moving gift item make profits for you!

ARVIN Electric Heaters



For 15 years the most quality
at the lowest price

FAN-FORCED and RADIANT TYPES

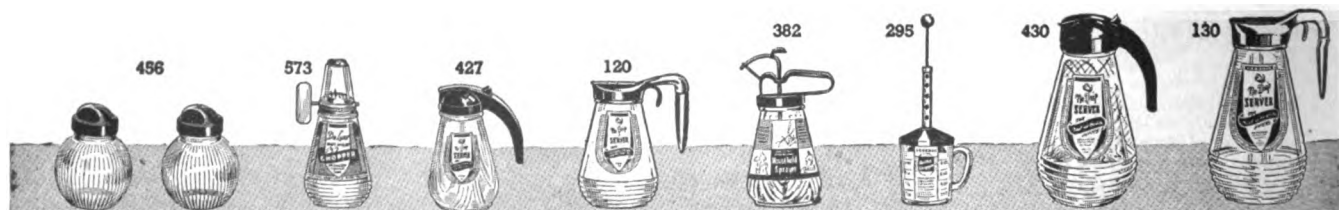
This is the heater line that out-sells all others! Three fan-forced models from \$9.80 to \$13.30. One radiant model at \$9.95. All are proved products of the world's largest manufacturer of portable electric heaters. Fast-moving, dependable, they build profits and good will! \$9.80 to \$13.30

\$ **9⁸⁰** to \$ **13³⁰**

NOBLITT-SPARKS INDUSTRIES, Inc.
COLUMBUS, INDIANA

FEDERAL *Practical* HOUSEWARES

During 1948 . . . this *complete* line of popular home-making
housewares will mean more to you in sales and profits
than ever before! Watch for our announcements of new numbers
. . . new promotion opportunities . . . new advertising
and merchandising cooperation . . .



FEDERAL TOOL CORPORATION, 400 N. LEAVITT ST., CHICAGO 12, ILLINOIS, U. S. A.

Representatives in: NEW YORK • ST. LOUIS • MEMPHIS • SEATTLE • DENVER • DETROIT • PHOENIX
MINNEAPOLIS • KANSAS CITY • LOUISVILLE • PITTSBURGH • DALLAS • ATLANTA

PERFORMANCE IS ASSURANCE
OF QUALITY



FOR MORE SALES SELL VOLLRATH VALUE!

The customers you want, want *value* today . . . the kind of value offered in Vollrath Enameled Ware. Value that sells easily! . . .

First: Let the *beauty* of Vollrath Ware automatically attract customers to your counters. *Display it at every opportunity!*

Then: Tell women of its *durability* . . . how easily it is kept *sanitary-clean!*

Just sell those values and *you'll sell more* Vollrath Enameled Ware. Remember, performance is always the final assurance of quality!

The **Vollrath Co.**

SHEBOYGAN, WIS.

NEW YORK
CHICAGO
LOS ANGELES



When...
Oh, when has a Hamper
offered all this*?

*
A choice of leading bathroom colors!
A finish water and steam will not blister!
No rough edges to snag delicate fabrics!

and of course, it's a **WHITNEY HAMPER!**

with Guaranteed Construction Features!

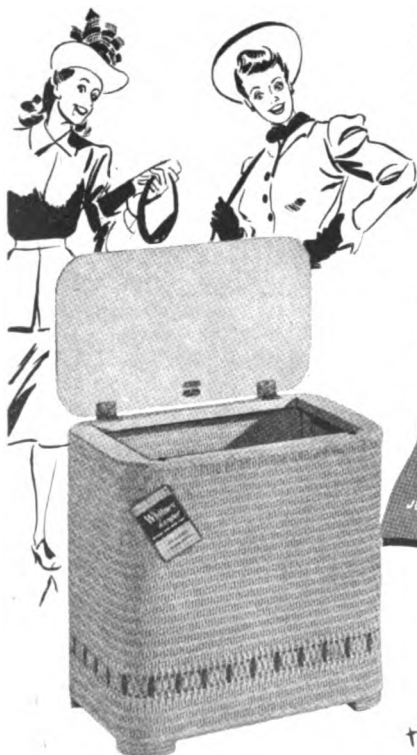
Yes, every Whitney product has a Fact Tag attached to it. This Fact Tag tells a customer the product's advantages. It assures the customer of superior construction, of long life and service! It also tips the customer off to the slews of special features *exclusive* with Whitney!

with Powerful National Advertising!

Take a look at the powerful national advertising behind the Whitney name! Year after year, and *this year* is no exception, Whitney has run a powerful national advertising campaign. Practically every woman's consumer magazine you can think of has consistently carried Whitney messages. Just think of the millions of Whitney reader impressions . . . the thousands of pre-sold Whitney customers.

with Satisfied Customers!

Praised by satisfied customers everywhere! Whitney takes the cake for *No Returns!* And buyers everywhere tell us that when they sell a Whitney, it stays sold! Whitney styling is superb! Whitney construction is solid! Whitney is a better buy for the customers' dollars, and the customers *know* it!



*It costs no more
to own a Whitney!*

F. A. WHITNEY CARRIAGE COMPANY
Since 1858 • LEOMINSTER, MASSACHUSETTS



DESIGN 4121
(with plate glass, Design 4132)

this modern
LAWSON
Cabinet

In utility and design, modern as today.
And priced for low-cost building . . . at
a pre-war price! Yes, at a pre-war price!

Efficiency in production makes possible
the low price of this fine Lawson Bathroom
Cabinet. *One-piece drawn steel* body at the
same price as the welded construction.
Other important basic improvements.
You'll find our catalog interesting—write
for it today.

**WORLD'S LARGEST
BUILDERS OF
BATHROOM CABINETS**



The F. H. Lawson Co.
806 Evans St., Cincinnati 4, Ohio

his spectacular
plus value boosts your
floor brush profits!

Empire's exclusive

dura-bilt

the all steel brush handle
in metallic gold lacquer

at no extra cost
above wood handles

Your floor sweep sales increase overnight with an amazing offer like this! Now—for the first time—you can feature an all-steel, almost indestructible floor brush handle with practically all of the best quality Empire floor sweeps. *At no extra cost to you or your hardware trade.* Dura-bilt handles will last for years, and carry guarantee hang tags for fast, convincing sales. Specify Dura-bilt with your shipments or order separately. Call your hardware jobber today or write direct.

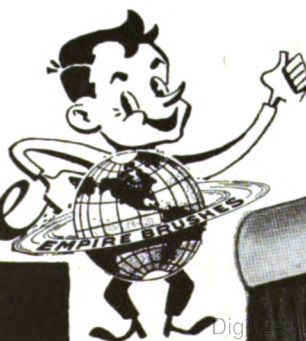
Guarantee

This all-steel floor brush handle is guaranteed against all manufacturing defects—and against breakage in normal use. When storing brush, hang it by convenient handle ring.

In Canada:
Empco Brush Works
Montreal

Brush Specialists
Since 1909

Empire
BRUSH WORKS, INC.
PORT CHESTER, NEW YORK



handy
nickel-plated
ring and
cap

keeps
its shape
cannot
warp

durable
metallic gold
lacquer
finish

popular
54" and 60"
lengths

almost
as light
as a wooden
handle

permanent,
non-wearing
threads

electrically
welded
screw head
will not
break off

Club Aluminum

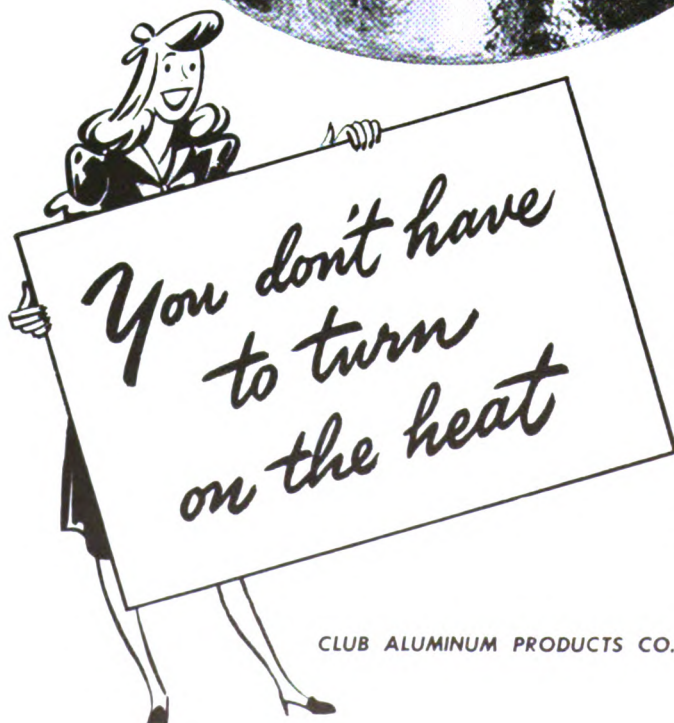


You don't have to light a fire under Club Aluminum Hammercraft Waterless Cookware to get steady sales. And when you advertise and display a Club feature offer, it really goes to town.

We use a lot of full-color advertising in national magazines to tell women how Club Aluminum makes cooking easier, food taste better, kitchens look prettier. You know how much faster the best-known, best-advertised lines move.

You can also count on the more than four million women who have bought Club Aluminum for additional sales. They like to show it to their friends—like to keep on adding pieces to their own sets.

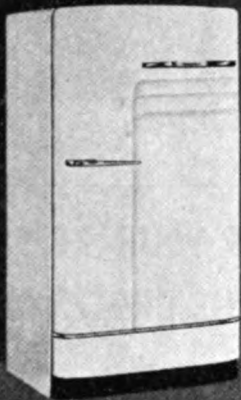
If you're already a Club dealer, you know what a good-paying, all-season seller Club Aluminum is. If you're not on the list, and would like to be, write for information.



CLUB ALUMINUM PRODUCTS CO., 1250 FULLERTON AVENUE, CHICAGO 14, ILLINOIS

© 1948 CAPCO.

52 WEEK SALES PLAN UPS DEALER PROFITS



REFRIGERATORS — Revolutionary postwar models give up to 50% extra storage capacity—58% faster freezing.



RANGES — Brilliant 1948 Hotpoint models feature 11 outstanding improvements for greater convenience.



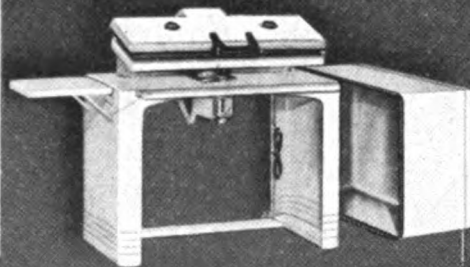
DISHWASHER-SINKS—Hotpoint Dishwasher washes, rinses and dries electrically... automatically!



AUTOMATIC WASHERS...with matchless Thriftivator 3-zone washing action.



WATER HEATERS—With Hotpoint's sensational new **MAGIC CIRCLE HEAT**.



FLATPLATE IRONERS—Easiest-to-use automatic ironer on the market. Equal to 100 hand irons.

Everybody's Pointing To Hotpoint's Sensational 3-point Program That Boosts YEAR-ROUND Sales Of America's Fastest Growing Appliance Line!

Year-Round selling with outstanding line of fine products.

No dull seasons, no off weeks with Hotpoint's complete matched line. Hotpoint's 11 *major* appliances produce sales—and *big* ones—every week and month of the year. Hotpoint Refrigerators, Ranges, Dishwashers, Water Heaters, Kitchen and Laundry items mean year-round profit opportunities.

Year-Round supply—with greatly expanded production facilities.

Hotpoint spends and *builds!* \$20,000,000 for new factories and equipment to keep a steady stream of Hotpoint appliances moving to Hotpoint dealers, for steady, all-year selling.

Year-Round advertising support—greatest in Hotpoint history.

Eight great campaigns in Hotpoint's gigantic 1948 advertising drive—plus complete, coordinated local promotion and sales training help—give powerful *year-round* backing to Hotpoint dealers' sales work. The 1948 drive is the greatest in Hotpoint history.

Everybody's pointing to Hotpoint—and Hotpoint dealers are pointing to year-round profits!

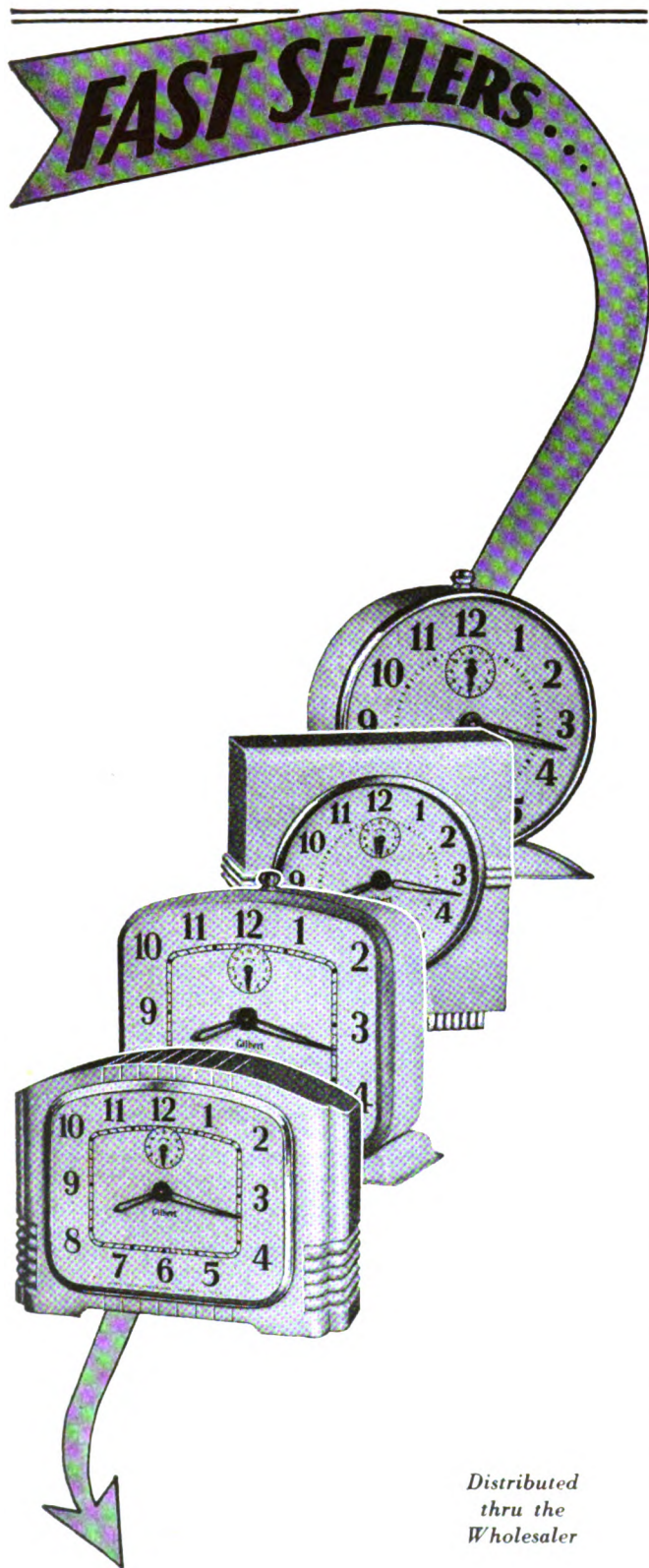
Copr. 1948 Hotpoint Inc., Chicago, Ill.

Hotpoint

Hotpoint Inc. A General Electric Affiliate

**THE FRANCHISE WITH
A FUTURE**

5600 W. Taylor St., Chicago 44, Ill.



Distributed
thru the
Wholesaler

GILBERT *alarm* CLOCKS

manufactured and guaranteed by

THE WM. L. GILBERT CLOCK CORP.

CLOCK MAKERS TO THE NATION SINCE 1807

WINSTED, CONN.

LAONIA, N. H.

551 Fifth Avenue
New York 17, N. Y.

141 W. Jackson Blvd.
Chicago 4, Ill.



**ARE YOU PUSHING YOUR REPEAT
WAX SALES INTO THE GROCERY
NEXT DOOR?**

CONSIDER THIS: A housewife visits a super-market or grocery store at least twenty times more often than she visits a hardware store. Every time you sell her a brand of wax also carried by grocery stores, *don't you throw away your repeat sales???*

YES! And that's why so many smart hardware dealers *push* Beacon Quik-Gloss. *Display* Beacon Quik-Gloss. For Beacon is the only big-selling wax that's *not* sold through grocery stores . . . the wax that housewives buy again and again because it wears longer! Get on the Beacon Bandwagon! Build *your* repeat sales for *yourself*. Ask about the Beacon guaranteed sales plan today. Write to . . .

THE BEACON COMPANY

97 Bickford Street
Boston, Mass.

Beacon Quik-Gloss is
Fair Traded



*The Only Big selling
floor wax not sold
through grocery stores!*



BREAD BOXES

Three popular types to offer your customers — the two-door, two-compartment box — the hinge cover box — and the drop door type. Harmonious, colorful design on gleaming white. Easily kept clean. Attractive baked-on finish does not chip or peel.

a line that
*Sells
on
Sight*



CANISTER SETS

A matched set of four attractive kitchen containers, convenient sizes suitable for 1 lb. tea, 2 lbs. coffee, 5 lbs. sugar and 5 lbs. flour respectively. Decorated finish retains smart colorful appearance during long service. Covers are bright red with plastic knobs.

STEP-ON CANS

Handsomely designed waste receivers built to stand up under constant use. Sturdy steel construction. Full 10 quart capacity. Also in extra-heavy construction in 15 and 20 quart sizes, plain white.



MATCH SAFES

Brings style, convenience and safety to the modern kitchen. Blends with the color scheme of other kitchen items in the line. Baked lithographed finish will not chip or peel if dented. Washable with soap and water without injury to finish.

WASTE BASKETS

A choice of two sizes of round tapered baskets offer new beauty for the modern kitchen. For general use, in addition to the design illustrated, are an oval tapered basket available in blue, green and pink with colorful floral spray and a cylindrical boudoir basket in yellow, pink and blue, each color having a different floral design.



DUST PANS

An attractive, well-designed dust pan with red handle and dust tray with colorful floral decorated hood. Easy to keep clean. Improved steel edge is sturdily built to withstand daily use.

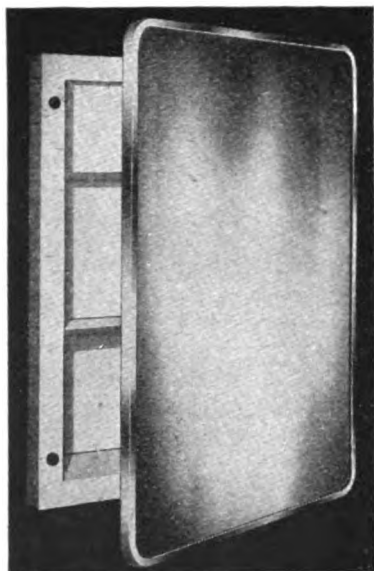
For prices and further information please address:

HOUSEWARES DIVISION—HA-2

**NATIONAL CAN
CORPORATION**

110 East 42nd St., New York 17, N. Y.

ANNOUNCING AN ADDITION TO OUR RECESS MEDICINE CABINETS, STAINLESS STEEL RIM CABINETS



MODELS H AND M

WALL SURFACE HANGING CABINET—stainless steel rim
—box size $13\frac{1}{2}'' \times 17\frac{1}{2}'' \times 4''$.

Stainless steel rim recess cabinet—2 sizes.

• Write for descriptive literature on other models bathroom cabinets.

SOLD THROUGH DEALERS ONLY



MODEL A

IDEAL CABINET CORPORATION

DIVISION OF DesLAURIERS COLUMN MOULD CO., INC.

Main Office and Factory: 7722 JOY ROAD, DETROIT 4, MICH.

These "No's" make 'em say "Yes" to BISSELL!



No bear down with "Bisco-matic"® Brush Action! This revolutionary new Bissell® feature sweeps any rug, thick or thin, without any pressure on the handle. It's winning women by the million!



No other like it! "Bisco-matic"® Brush Action is the *first* and *only* fully spring controlled brush in carpet sweeper history. Makes a sell a cinch!



Nobody's going to miss hearing about "Bisco-matic"! Bissell ads are going into most American homes this spring, via 16 leading women's magazines. Messages total over 53 million!

No favoritism on deliveries or prices! Allocations continue of course, and will automatically increase as production increases. And we're maintaining Fair Trade Prices, always!

*REG. U. S. PAT. OFF.

BISSELL SWEEPERS

Bissell Carpet Sweeper Company, Grand Rapids 2, Mich.

You heard about it—NOW THE LID IS LIFTED!



MODEL 600
Retails at only
\$2.98

ALL SWING-A-WAY
prices are
fair traded

See the sensational new
Swingmaster

AUTOMATIC LID-LIFTING CAN OPENER

SWINGMASTER has all the features that made SWING-A-WAY Model 507 famous...plus the revolutionary Lid-Lifter that sells on sight! See it...try it...order it for immediate delivery...immediate profits!

SWING-A-WAY
REG. U.S. PAT. OFF.

GEARED FOR GREATER SALES

STEEL PRODUCTS MANUFACTURING COMPANY

4100 BECK • SAINT LOUIS 18, MISSOURI

Strongest Advertising! Fastest Growing! Biggest Profit!



Launched in 1947 with strongest national promotion for any insect repellent... a nation-wide best seller in its first big year. Now in 1948, assuring you an even bigger pay-off with this new, top-profit program:

103,850,000 ESTIMATED CONSUMER IMPRESSIONS in these outstanding national magazines... plus sales-making store displays, window streamers, dealer mats.

Special Bonus Deal

THREE BOTTLES FREE WITH 21
GIVES YOU **47.5% PROFIT**

Retail Fair Trade Price Per Bottle.....	69¢
Your Selling Price 24 Bottles.....	\$16.56
Your Cost 24 Bottles.....	\$8.71
YOUR PROFIT 24 BOTTLES.....	\$7.85

(Bonus Deal Expires July 1st)



UNEXCELLED CHEMICAL CORPORATION
11 Park Place, New York 7, N. Y.

Mr. Champion Dealer

Do your customers ask, "can she take it?" Well, don't just tell 'em... **SHOW 'EM!**
Yes, show them actual photographs of the sturdy little Champion single that set a new world's endurance run record... that ran over six long months... a period equal to more than 45 years of normal use!

When you sell Champion, you don't have to depend on words alone—Champion proves its superiority by *actual demonstration*.

That's what your customers and every real sportsman insist on. And that's what they see in Champion's "Motor Magic" ads which appear each month in leading outdoor and men's magazines.

So, jump on to this galloping Champion band-wagon. If you're a Champion dealer now, write for **FREE** photographs of this record-breaking motor. If you're not, contact Champion Motors, Minneapolis.

Outboard MOTOR MAGIC by Champion

Endurance: 1,200,000,000 PISTON STROKES!
Acceleration: 645,000,000 CYLINDER EXPLOSIONS!
Endurance: 376,000,000 PROPELLER REVOLUTIONS!

AMERICA'S GREAT OUTBOARD MOTOR BREAKS ALL KNOWN ENDURANCE RECORDS
RUNS 4678 HOURS
AND 6 MINUTES!

This is the actual photograph of Champion Endurance Test Motor (without gas tank) at end of run.

From March 26, 1947, to October 7th this stripped-down used model Champion ran day and night, stopping only for spark plug changes. No working parts were replaced or repaired! At an estimated speed of 7 miles per hour this motor traveled the equivalent of 51,000 miles or 1 1/2 times around the world. That's more than 45 years of normal use.

And now Champion presents three

great new motors for '48. You'll marvel at their amazing starting ability, their fishing, flexible power, their barely audible 100" underwater exhaust... and their refreshing new aqua blue beauty. Champion's greatness is based, not on advertising claims, but on brilliant engineering and precision manufacture by men of many years' experience.

For more fun afloat—Buy a Champion.

SEND FOR FREE "MOTOR MAGIC" PICTURE
Full details on World's Record Endurance Test Run and other famous Motor Magic facts... interesting and informative. Send for the picture. Write Dept. 131.

CHAMPION MOTORS CO.
1433 Brown Blvd., Minneapolis 13, Minnesota

AMERICA'S GREAT Champion OUTBOARD MOTOR

<p>NEW STANDARD SINGLE 4.3 H.P. at 4000 R.P.M.</p> <p><small>Complete starting and running system with battery.</small></p>	<p>ALL H.P. BATHING</p> <p>NEW DELUXE SINGLE 4.3 H.P. at 4000 R.P.M.</p> <p><small>Full power, 100% motor, latest piston, quiet and of the finest make by Champion Motors.</small></p>	<p>NEW DELUXE TWIN 7.0 H.P. at 4000 R.P.M.</p> <p><small>Powerful, 100% motor, latest piston, quiet and of the finest make by Champion Motors.</small></p>
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FREE!
The BIGGEST
SALES TOOL
of the
COMING YEAR



Ruggedly made of Wood and Masonite
 Takes counter space only 20" by 18" by 24" high

COMPLETE FISHING LINE DEPARTMENT In Less Than 2 Square Feet!

Exclusive Bevin-Wilcox Merchandising feature—ruggedly made of wood and Masonite for permanent display of attractively packaged Pilot Brand Fishing Lines in any combination dealer prefers. Puts Pilot Brand stock all in one compact, easy to get at place. Attracts attention. Sells the casual "shopper". Makes two sales or more to fishermen who formerly had only one item in mind. Supplied absolutely free with Pilot Brand orders amounting to \$60.00 net or more.

ORDER FROM YOUR DEALER WHILE THEY LAST!



LARGE STORAGE SPACE
 Masonite lid lifts—Storage compartment holds even more than display shelves.

The BEVIN-WILCOX LINE COMPANY Fact Hammon Conn

To Start the Sales of **CUPRINOL**

Because the general use of rot-proofing and mildew-proofing preservatives is comparatively new, we are frequently asked "How much should I stock?"



INTRODUCTORY ASSORTMENT

Here is our recommended introductory order.

24 1-Quart Cans assorted for the preservation of wood, fabrics and rope.

6 1-Gallon Cans assorted for the preservation of wood and fabrics.

LIST PRICE \$49.70 DEALER PRICE \$33.13

3 cartons to shipment. Weight 108 lbs. Freight prepaid on all orders over 100 lbs.

With this order we include 225 4-page, envelope size descriptive folders and 1 each counter display cards of Cuprinol for Wood and Cuprinol for Fabrics.

Cuprinol is being regularly advertised in 1948 in *Better Homes & Gardens*, *Florists' Papers*, *Marine Papers* and *Hunting and Fishing Magazines*.

Mail the Coupon for this Introductory Assortment

CUPRINOL Division, Darworth, Inc.

52 Maple St.

Simsbury, Conn.

CUPRINOL Division, Darworth, Inc., 52 Maple St., Simsbury, Conn.
Kindly ship me, under regular terms, your \$33.13 introductory offer.

NAME _____

ADDRESS _____

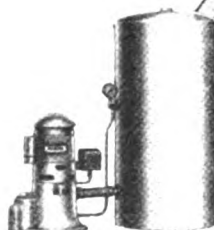
BILL _____

direct or jobber's name if desired

SEVENTY MILLION MESSAGES

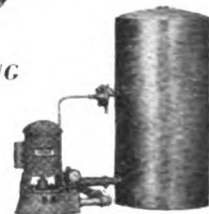
In
1948

70,000,000.
messages
will sell the merits
of these two most ad-
vanced Peerless Domestic
Water Systems to farmers
and ranchers from coast
to coast, border
to border!



PEERLESS WATER KING
pumping system for
shallow wells

Cash in on Peerless
advertising and
merchandising.
Ask your nearest
Peerless office to
show you the Peer-
less Plan—for a
Partnership in
Profit in the Do-
mestic Water Sys-
tems business.



**PEERLESS JET
PUMPING SYSTEM**
for deep or
shallow
wells



PEERLESS PUMP DIVISION

Food Machinery Corporation

Factories: Los Angeles 31, Calif.; Quincy, Ill.; Indianapolis, Ind.

District Offices: Chicago 40, 4554 No. Broadway

Philadelphia Office: Suburban Square, Ardmore, Pa.

Atlanta Office: Rutland Building, Decatur, Georgia;

Dallas 1, Texas; Fresno, Calif.; Los Angeles 31, Calif.

*Special
RADIO MIX...*



RCA VS-099 Farm Pack and RCA VS-036 A Batteries

... for extra energy ... extra hours

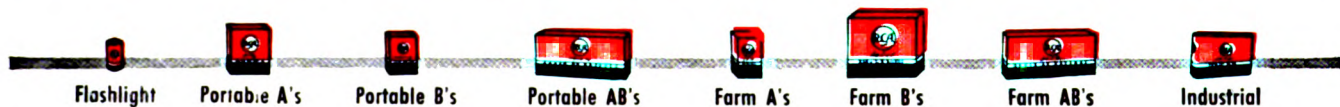
● It's RCA's special "Radio Mix" in these super-powered radio batteries that gives them longer life *at less cost per hour!* The RCA VS-099 Farm Pack will power a 4-tube battery set for a period $\frac{1}{3}$ longer than the average farm pack—at least *a full season's service!* The RCA VS-036 A battery has *twice* the life of average cells . . . 50 per cent more life than standard "long-life"

types in *heavy-drain* portable radio receiver service!

What's more, the RCA VS-099 and VS-036 are *leak-resistant, swell-proof and climate-proof*—because they're *sealed in steel*. They stay powerful and fresh!

The RCA VS-099 and VS-036 give the customer the most for his money. You can get your stock conveniently and quickly from your local RCA Distributor.

SELL RCA BATTERIES—THE COMPLETE LINE FOR THE RADIO AND ELECTRONIC TRADE



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.



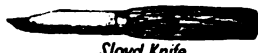
For Every Purpose

R. Murphy Stay Sharp Knives have been America's standard since 1850. Known everywhere for their superior cutting quality and lasting service, the famous R. Murphy line includes a knife for every purpose—in industries, trades, institutions, schools.

HERE ARE A FEW OF OUR PRODUCTS



Paper Hangers Knife



Sloyd Knife



Oil Cloth Knife



Rubber Knife



Shoe Knife



Oyster Knife



Clam Knife



Roofing Knife



Shirt Cutters and Pattern Makers Handle and Blade



Providence Short Oyster Knife



Clam Knife



New Haven Oyster Knife



Boston Oyster Knife

Also Bandage, Butcher, Cardboard, Carton, Dental Laboratory, Extension Blades, Extension Handles, Hospital Plaster, Hotel Paring, Kitchen, Lip, Mackerel, Manual Training, Pruning, Skiving, Stencil, Wood Block Knives.

For steady, profitable turnover—satisfied customers—repeat sales—feature R. Murphy Stay Sharp Knives on your cutlery counters.

Ask your jobber to supply you. Write for illustrated Catalog with prices.

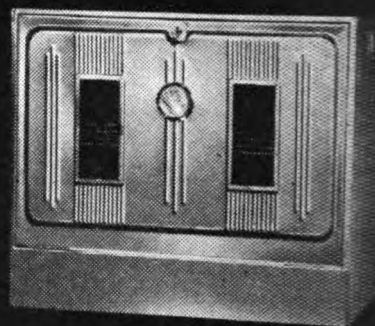
FAMED FOR QUALITY SINCE 1850

ROBERT MURPHY'S SONS CO.

AYER — MASSACHUSETTS

Sell Fast with Fast-Selling Carleo ALL-STEEL House Wares Carleo TOP-O'-STOVE OVEN

It's Portable!
For Top-O-Stove!
Double Burner Size!
Twin-Vue Door!
With Thermometer!



- ★ HEAT-RESISTANT
 - ★ RUST-RESISTANT
 - ★ TWIN-VUE DOOR
 - ★ THERMOMETER
 - ★ ALL STEEL CONSTRUCTION
 - ★ INNER-SEAL, GANGPLANK REINFORCED DOOR
 - ★ SIZE — 16" x 19 1/4" x 12 1/4"
 - ★ ASBESTOS INSULATION
 - ★ SINGLE DEFLECTOR PLATE
 - ★ TWO REMOVABLE RACKS
- No. 1 — NON INSULATED
No. 2 — INSULATED TWO SIDES

SINGLE BURNER PORTABLE OVENS

No. 510 Size: 11 1/2" x 11" x 10 1/4". No. 522 Size: 13 1/4" x 12" x 11 1/2".

FLOWER BOXES & FLOWER POTS



- ATTRACTIVE! . . . Rich, pastel colors, green, orange, blue and yellow (Also our standard green finish)
- STRONG! . . . Heavy duty metal construction
- DURABLE! . . . Drains welded in
- REINFORCED! . . . Corners annealed for added strength
- HANDSOME! . . . Enamel finish baked on at high temperature for long-lasting beauty
- FOR BOTH INDOOR & OUTDOOR USE!

Sizes: 15", 18", 24", 30" and 36".

THEY NEST!



IT'LL BE A SALES PICNIC WITH OUR PICNIC BOXES AND REFRIGERATORS

- Utilizes either dry ice or regular ice
- FULLY INSULATED
- REMOVABLE WATER-TIGHT ICE CONTAINER
- REINFORCED HINGED COVER
- DURABLE EASY-GRIP HANDLES
- WELDED HEAVY GAUGE STEEL CONSTRUCTION
- PLATED HARDWARE THROUGHOUT
- STURDY & DURABLE — NO DISTORTION
- INTERIOR — BAKED WHITE ENAMEL FINISH
- EXTERIOR — DURABLE GREEN WRINKLE — BAKED FINISH

No. 5 — Non Insulated, 17" x 8 1/2" x 11 1/2"
No. 15 — Insulated, Large Size, 21 1/2" x 10 1/2" x 14 1/2"
No. 10 — Fully Insulated, 17" x 8 1/2" x 11 1/2"



Nationally Advertised
**FIELD & STREAM
SPORTS AFIELD**

CARLISLE MFG. CO. 138 AVON AVENUE
NEWARK 8, N. J.
Since Steel Products Since 1903

IF IT'S NEW...
IT'S
NEW HAVEN!



"HALO"
ALARM CLOCK
retails for \$7.95 plus tax



NEW "IDEAL"
ALARM CLOCK
retails for \$7.50 plus tax



WRIST WATCHES
retail for \$7.50 plus tax
to \$10.75 plus tax



"DICK TRACY"
WRIST WATCH
retails for \$6.95 plus tax



"PULLMAN"
TRAVELING CLOCK
retails for \$6.95 plus tax



POCKET WATCHES
retail for \$2.50 plus tax
to \$4.50 plus tax



"ORPHAN ANNIE"
WRIST WATCH
retails for \$6.95 plus tax



"PORTIA"
ALARM CLOCK
retails for \$7.50 plus tax

NEW HAVEN EXCLUSIVE!
THE "VITAL NERVE CENTER"
Every New Haven
clock and watch has
this famous patented
compensating hair
spring to make it
keep better time.

traditional quality... buy-on-sight-prices...
pre-sold in nation's mass-million magazines!

THE NEW HAVEN CLOCK AND WATCH
COMPANY
THE RIGHT TIME
NEW HAVEN 4, CONN.



SINCE 1817



At the McAlpin ROOM 1062

Franklin

FOOTBALLS, BEACHBALLS, BASKETBALLS AT POPULAR PRICES
WRITE FOR CATALOG
FRANKLIN MFG. CO., 149 CRESCENT ST., BROCKTON, MASS.

Nationally Advertised



Little Brown Jug
TRADE MARK REG

2 PIECE BODY
DOUBLE INSULATED
TEMPERATURE SEAL CAP
LIGHT IN WEIGHT
SPOUT OR FAUCET

STAYS HOT OR COLD LONGER

Feature the nationally known and advertised LITTLE BROWN JUG — favorite of outdoorsmen everywhere. Good looking, practical, rugged, 1 and 2 gal. sizes. New sanitary, insulated, adjustable stopper with air intake that allows free pouring without loss of hot or cold. Sold exclusively thru better hardware jobbers everywhere.

The 1948 advertising schedule includes SATURDAY EVENING POST, BETTER HOMES AND GARDENS, HOLIDAY, HUNTING AND FISHING, others. Newspaper mats or cuts available on request. Write for literature about this and other fast selling HEMP and Company products.

Mfg. by HEMP and CO., Inc. Macomb, Illinois

HEMP and COMPANY
1213 East Murray Street Macomb, Illinois

GET SET FOR SPRING BASEBALL



From sandlot to the big diamonds where the pros play, Hyde baseball shoes are in demand. Go after your share of this business now. Order your supply of these popular numbers in all price ranges today.

Write Dept. HA6



HYDE
ATHLETIC SHOE CO.
CAMBRIDGE, MASSACHUSETTS.

HERE'S THE ROLLER SKATE THAT'S GUARANTEED FOR 500 MILES

• Yes, Speed King No. 600, the "500-Mile" roller skate, is back again. This will be good news to parents as well as kids for it's not only the world's fastest skate, it's the only skate guaranteed for a year's use. Tempered steel wheels and double row ball-bearings have made the "500-Mile" skate the sensation of the industry. Stock up now for spring with the skate that's packed with quality features.



the
SPEED KING
500-MILE ROLLER SKATE
HUSTLER CORPORATION
STERLING, ILL.





"You can do wonders with the right tip action"

A rugged steel rod with bamboo feel . . . delicately balanced . . . responsive to the touch—that's ACTIONROD, the "best friend" you can have along on a fishing trip.

See ACTIONROD at your sports equipment store. You'll like its perfect tip-action, its "custom-built" feel, its built-in reel lock, self-aligning blade lock and other exclusive features.

Available in round, square or Tri-Angler models . . . three lengths . . . complete price range.

New Super-action Baits by Actionrod



KICK-N-KACKLE
The great, new surface bait.



BOTTOM-SCRATCHER
Gets the deep feeders.

Nameplate disc personalizes your Actionrod.



Actionrod

ORCHARD INDUSTRIES, INC. • DETROIT 5, MICHIGAN

YOU

CAN DO WONDERS

**WITH ACTIONROD'S
UNUSUAL ADVERTISING
CAMPAIGN FEATURING
THE NATION'S
TOP CARTOONISTS...**

*R. Taylor, Richter,
Cobean, Chon Day
and Tony Barlow...*

**IN SEVEN
NATIONAL MAGAZINES
WITH A COMBINED
CIRCULATION OF MORE THAN
FOUR AND A HALF MILLION...**

**Field & Stream,
Outdoor Life,
Outdoorsman,
True,
Hunting and Fishing,
Holiday
and Sports Afield.**

**You'll also do wonders
with Actionrod's new
super-action BAITS—**

"KICK-N-KACKLE"

the wonderful gurgling, popping surface lure, and

"BOTTOM SCRATCHER"

the sweetest bait that deep feeding fish ever nabbed.

*(Actionrod products are quality protected
under Fair Trade laws.)*

ORCHARD INDUSTRIES, Inc.

**18404 MORANG ROAD
DETROIT 5, MICHIGAN**

Here's the **NEW**
SEYMOUR SMITH

"Snap-Cut"

PRUNER

No. 419

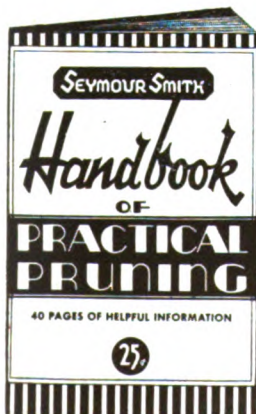


NEW
ONE-FINGER
CATCH

**Easiest
Cutting
Pruner
Made**

New streamlined design of rugged airplane aluminum with BRIGHT anodized finish. New tapered, non-pinching comfortable handles. Finest alloy steel, precision-ground blade slices onto a soft-metal anvil, making a clean, quick-healing cut. New "one-finger" catch, operated by the thumb or index finger, leaves the other hand free. Your jobber can supply you.

Only the "Snap-Cut" permits complete replacement of parts.



FREE!

New Pruning Handbook, written by famous horticultural expert, available free to customer purchasing any Seymour Smith pruning tool from dealer. Coupon packed with each item. Increases sales immediately. Dealers will also like individual, colorful, complete-view Pruner containers. Neat, compact, ready for counter and window display. Write now for additional pruner displays available without cost.

SEYMOUR SMITH & SON, INC., 900A MAIN ST., OAKVILLE, CONN.
JOHN H. GRAHAM & CO., INC., 105 Duane St., New York 8, N. Y.

SPRA-RITE

**STYLED
TO
SELL**

GUARANTEED
against package leakage for
the life of the nozzle!

**Precision built
to LAST**



NO
OTHER
NOZZLE Offers such an out-
standing combination of selling features...

1. Graphite rubberized packing
2. Non Corrosive
3. Aluminum Body
4. Precision Machined
5. Modern and attractive design
6. Brass Stem
7. Coupling Designed
8. Individually Packed

to days fastest selling hose Nozzle!

AMERICAN CHAMPIONS

Grand Champion Steer of the 1947 International

"Big Boy," new grand champion steer at the International Livestock Show in Chicago and his owner Claude Millwee of Fort Cobb, Okla. Claude is a 4-H boy and raised the 1100-pound Shorthorn steer from a calf. "Big Boy" sold for \$8,400. He competed for top honors against 390 of the best steers from United States and Canada.



First in Fence—"U.S.S. AMERICAN"

FARMERS with valuable livestock choose the fence that gives best protection and serviceability—and that is U·S·S American. Year after year the acceptance and popularity of American Fence brings in farm customers to your store. Though the demand still exceeds the supply, we are distributing all fence equitably and as quickly as possible.



AMERICAN STEEL & WIRE COMPANY, *Cleveland, Chicago and New York*
COLUMBIA STEEL COMPANY, *San Francisco*
TENNESSEE COAL, IRON & RAILROAD COMPANY, *Birmingham*
United States Steel Export Company, *New York*

UNITED STATES STEEL

There's more AMERICAN FENCE in use than any other brand.

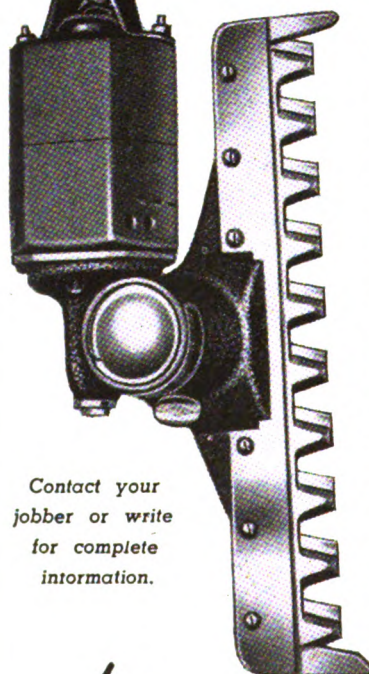
HEDGEMASTER

the Only Electric Hedge Trimmer
with **DOUBLE ACTION**



BOTH BLADES MOVE

THIS exclusive Hedgemaster feature has tremendous sales appeal and is easy to demonstrate to your customers. Both blades move in opposite direction to each other, providing unequalled performance and long service. You can sell more Hedgemasters because it will outperform any other trimmer on the market, is priced right, and nationally advertised in leading home magazines!



Contact your
jobber or write
for complete
information.

- Double action assures maximum cutting efficiency and vibrationless operation. Forward stroke of one blade balanced by return stroke of other blade.

- Duo-position cutting head may be locked in either of two positions for more convenient cutting. Has a 10½" cut.

- Weighs only approximately 5 lbs. Due to balanced design it is vibrationless and non-tiring to the operator.

- Compact and ruggedly constructed. Precision built of finest, tested materials.

- Hedgemaster is powered by a universal AC-DC (25-60 cycle) 110-120 volt motor. Individually boxed in carton of six.

by
KAUFMAN MFG. CO.
MANITOWOC, WISCONSIN



The green roller and red frame are DUNHAM identifying features.

DUNHAM

WATER WEIGHT LAWN ROLLERS

BRING SALES

- 1—Easy to operate and move about—on their new Keystone Oilite self-lubricating bearings.
- 2—Easy to fill and empty—aluminum pipe drum plug is quickly removable.
- 3—Operate with either water or sand as filler.
- 4—Drums are water-tight, with heavy steel heads.
- 5—Weight easy to adjust.
- 6—Rounded drum edges, plus clean face welding, prevent damage to turf.
- 7—Adjustable scraper automatically keeps drums clean.
- 8—Complete line of popular sizes, popularly priced.
- 9—These strongly constructed rollers have long had nation-wide acceptance by homeowners, country club green-keepers, park and cemetery superintendents, tennis courts, etc.

Every sign points to increased need this spring for Dunham Lawn Rollers. Are you stocked to meet the demand? If not, send in your order NOW. For full information, discounts, literature, etc., contact your jobber. Or, if necessary, write us.

JG-157

JOHN H. GRAHAM & CO., INC.
GENERAL SALES AGENT
105 DUANE ST., NEW YORK 8, N. Y.

Rounding OUT a Time-Tested Line

Worcester
POWER MASTER

LIGHTWEIGHT

"850"

Here's the perfect running mate for the lawn-proven Power Master "750." It's easy to operate — a toe tip touch of the pedal and you're mowing . . . drop handle to stop . . . speed control under your thumb. The "850's" new, compact, two-cycle "power packed" engine contributes to the effortless maneuverability that makes lawn tending a pleasure.

The Power Master "850" and "750" — the whole Worcester Line — will be backed by a bigger-than-ever national advertising campaign this year. Stock Worcester — for profits!

SPECIFICATIONS

"Sta-Temp" hardened steel blades and underknife.

Semi-pneumatic tires.

Streamlined tubular steel handle with rubber grips.

Large diameter differential roller.

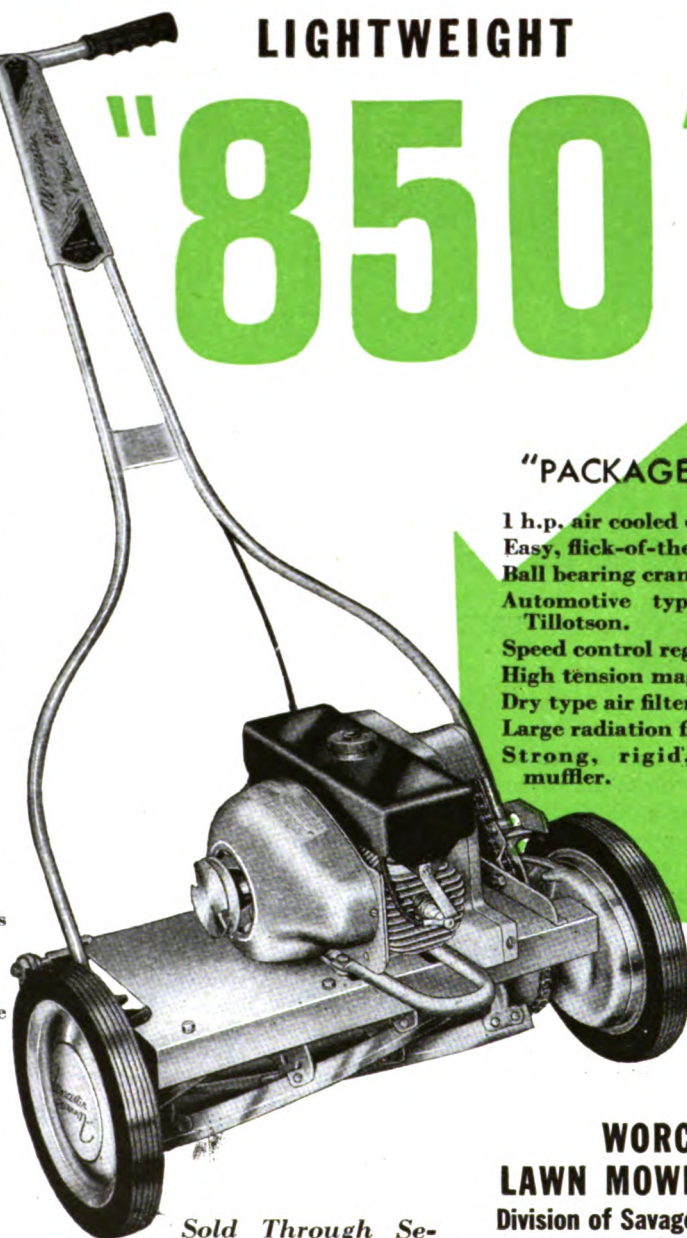
Ball bearings.

Width of cut 18".

Height of cut from $\frac{5}{8}$ " to $2\frac{1}{4}$ ".

Net weight only 80 lbs.

Shipping weight 100 lbs.



"PACKAGED POWER"

1 h.p. air cooled engine.
Easy, flick-of-the-wrist starting.
Ball bearing crankshaft.
Automotive type carburetor by Tillotson.
Speed control regulator.
High tension magneto.
Dry type air filter.
Large radiation fins.
Strong, rigid, non-corrosive muffler.

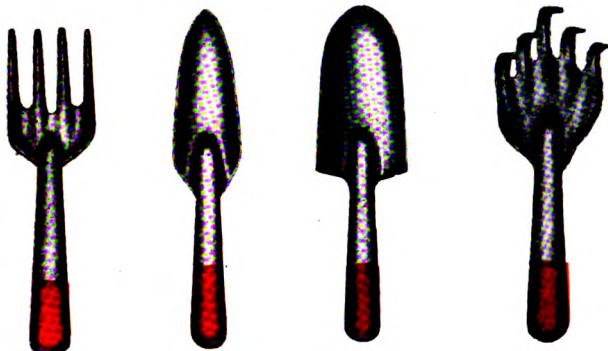
*Sold Through Selected Distributors.
Write for Complete Information.*

**WORCESTER
LAWN MOWER COMPANY**
Division of Savage Arms Corporation
CHICOPEE FALLS, MASS., U. S. A.

50 YEARS OF BUILDING BETTER LAWN MOWERS

Steel City

HAND GARDEN TOOL SETS



FORK TRANSPLANTER TROWEL CULTIVATOR

PACKAGED IN A
CORRUGATED
COUNTER
DISPLAY
CARTON

Ready to
Ship or
Carry Out



A PERFECTLY TIMED

\$1 PROMOTION

IT'S the most practical, most salable package-deal promotion ever devised for Hand Garden Tools. Give it prominent counter and window space. Use it as a "spark-plug" for ALL of your gardening and housewares merchandise.

The tools themselves are tops! — the finest ever produced to retail at popular prices . . . superior in design and in their sturdy one-piece 18 gauge all steel construction . . . outstanding in their beautiful infrared baked-on Hammerloid (metallic aluminum) chip-proof finish. Handle red trimmed. Eye-appeal SELLS!

Packed 12 sets to the master carton; size 13" x 12 1/4" x 21 1/2". Weight per carton, 23 lbs.

Individual tools are also available for open stock.

GARY-PIONEER STEEL CORP.
GARY, INDIANA

Gary-Pioneer

PRODUCTS FOR THE BUILDING TRADES



ROLL VALLEY



SHINGLES

*Available for
Prompt Delivery*

ROLL VALLEY . . . SHINGLES . . .
BRICK TIES . . . SHEETS . . . FLASHING
. . . EDGING & EAVES DRIP

All of these products are being delivered in large volume to America's foremost Hardware and Building Supply Jobbers in accordance with our policy of distribution through jobbers exclusively.

Jobbers are invited to write for complete information as to prices and freight allowances.

GARY-PIONEER STEEL CORP.
GARY, INDIANA

NEW YORK CITY . . . LOS ANGELES . . .
SAN FRANCISCO . . . SEATTLE . . . DENVER
. . . HOUSTON . . . VANCOUVER



SHEETS

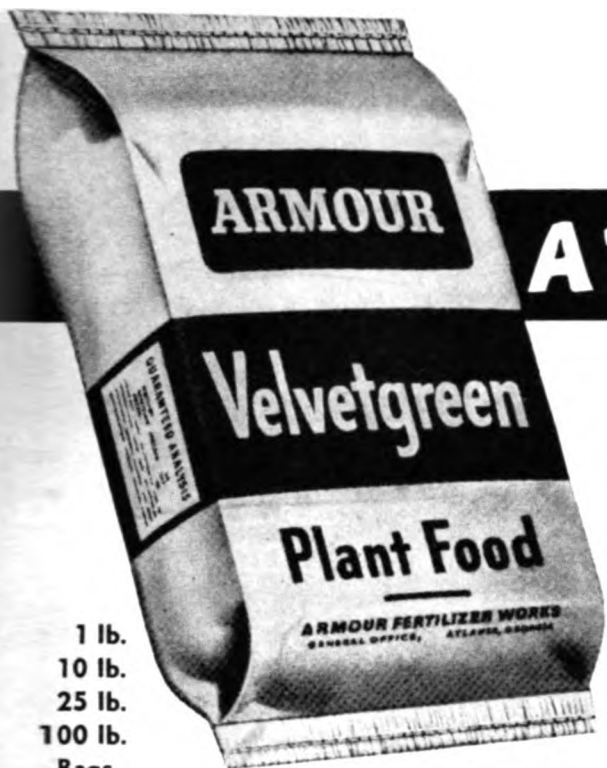


FLASHING

EDGING
& EAVES
DRIP

BRICK
TIES

HARDWARE AGE



A FINE NEW PRODUCT

Velvetgreen is an Armour product, a plant food for home and garden use that is the result of over 50 years' experience in plant food manufacture. It's well balanced, new, different. Beautiful, modern package.

HEAVILY ADVERTISED

Armour Velvetgreen will be advertised in Better Homes and Gardens, Holland's and scores of leading newspapers. There'll probably be at least one newspaper in your section carrying the advertising—and the first insertion in many papers is in the magazine section in full color. Tie-in with this advertising—stock and display Velvetgreen — to increase your plant food volume and profits. Mail the coupon today!



TO HELP YOU MAKE MORE PROFIT!

FEEDS PLANTS 3 WAYS!



Develops better root systems



Builds sturdier stalks and leaves



Makes finer flowers, fruits, vegetables

MANUFACTURING PLANTS LOCATED AT:

Albany, Ga.
Atlanta, Ga.
Augusta, Ga.
Baltimore, Md.
Birmingham, Ala.
Carteret, N. J.
Chicago Heights, Ill.
Cincinnati, Ohio

Columbia, S. C.
Columbus, Ga.
Dallas, Tex.
East St. Louis, Ill.
Greensboro, N. C.
Houston, Tex.
Jacksonville, Fla.

Jeffersonville, Ind.
Montgomery, Ala.
Nashville, Tenn.
New Orleans, La.
Norfolk, Va.
Searsport, Maine
Sandusky, Ohio
Wilmington, N. C.

ARMOUR FERTILIZER WORKS

P. O. Box 1685, Atlanta 1, Ga.
Velvetgreen Dept. HA

Please send me further information about the profit possibilities in Velvetgreen.

I am a _____ distributor, _____ retailer.
(Check one. Absolutely no obligation.)

Name _____

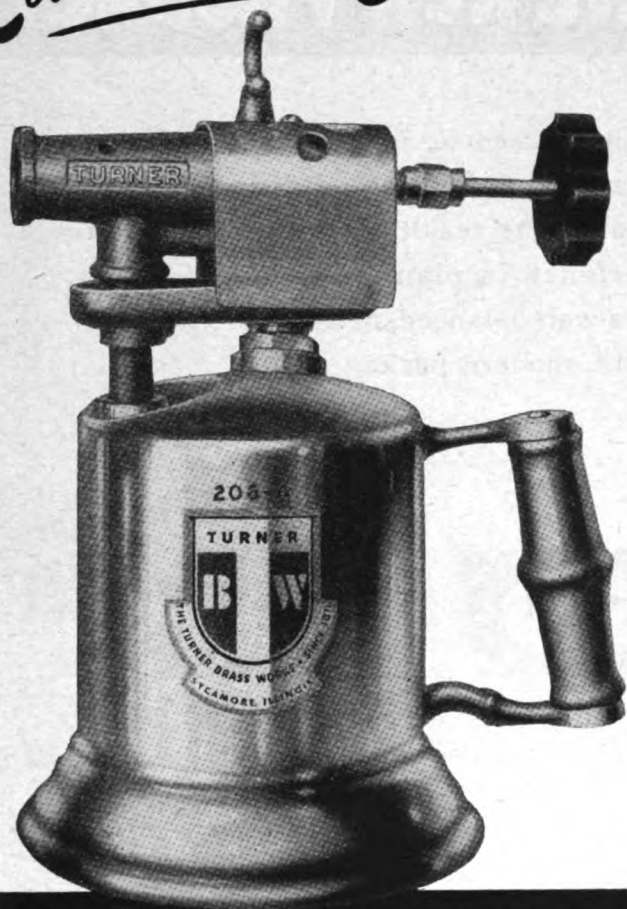
Firm _____

Address _____

City _____ State _____

FEATURE THE TORCH WITH

Carburetor Control



TURNER *Tested* TORCHES

Turner's exclusive "Carburetor Control" feature (only on models 206-A and 39-A) is made possible by the design of the *adjustable* air syphoning tube. This tube can be moved back and forth in the burner ... permits instant balancing of the gas and air mixture to meet widely varying fuel and job conditions. A really outstanding feature that means greatly improved operating efficiency, it is one more important reason why dealers (and their customers, of course) prefer Turner Tested Torches! See your jobber for complete details...

THE TURNER BRASS WORKS

SYCAMORE ILLINOIS

Since 1871

Now WE ARE **THREE**
YOUR R-V-LITE FAMILY



R-V-LITE

All-Purpose WINDOW MATERIALS

Tripled opportunity multiplies profits

Now, three fast-moving items instead of one... cotton, plastic or wire reinforced R-V-LITE! A year 'round profit family! Keep on selling the familiar, famous R-V-LITE features, now identical in all 3 types: transparency, toughness, flexibility, ease of installation, ultra-violet transmission and economy.



COMPLETE R-V-LITE DEPARTMENT
in less than a square yard of floor space!

Self-selling FLOOR DISPLAY FIXTURE... stock, display and advertising all in a 40" x 21" space! Sturdy, tubular steel in pastel baked enamel. Displays 4 full 150' rolls on precision roller hubs. Serves against wall, counter, or as island display. Dispenses from either side. Sets up in 5 minutes... 6 nuts do the whole job.

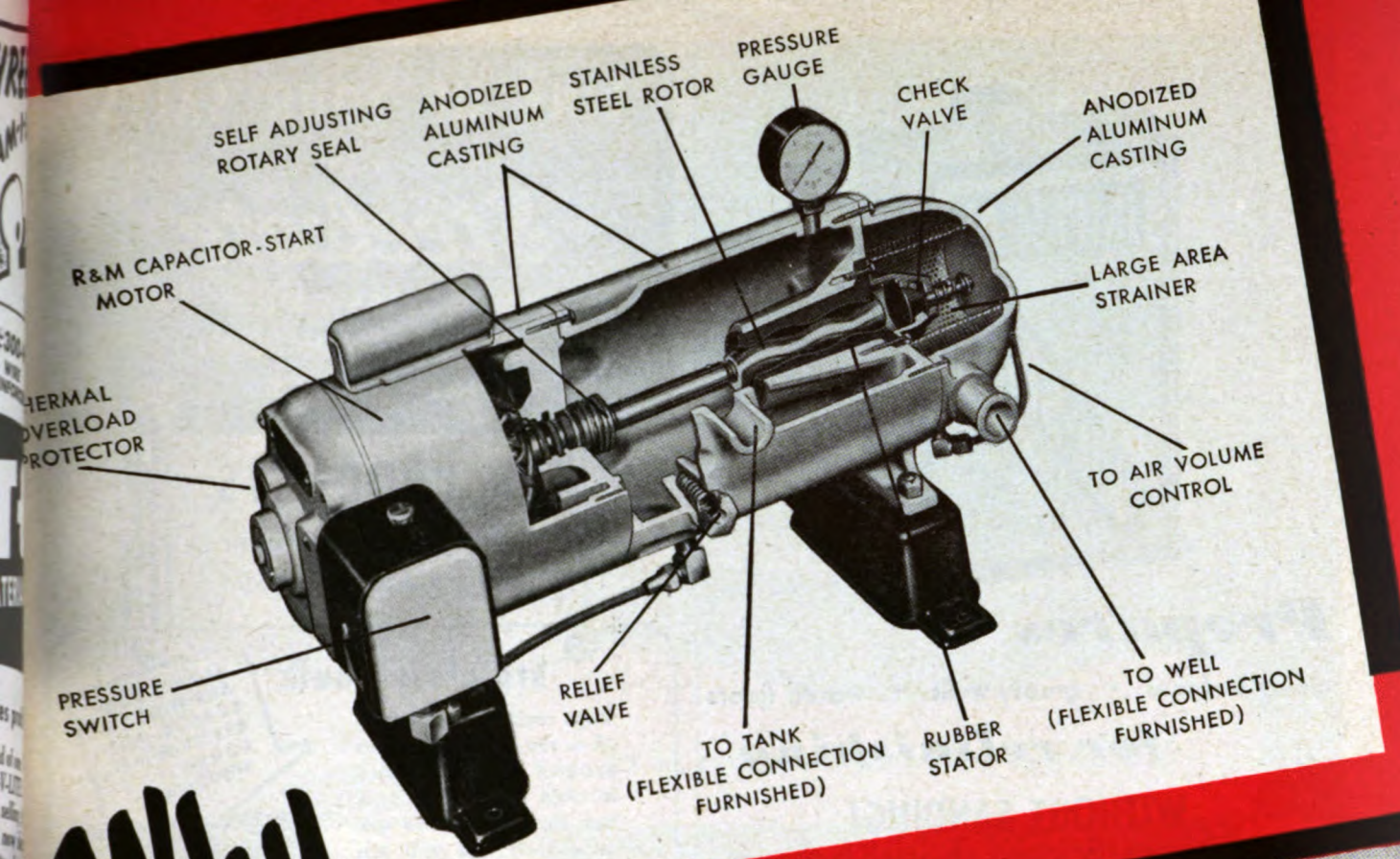
Order from
your jobber Today

Manufactured exclusively by

ARVEY CORPORATION

3470 N. KIMBALL AVE.

CHICAGO 18, ILLINOIS



Why

ROBBINS & MYERS SHALLOW WELL PUMPS Can Build Business and Profits for You!

Only once in a blue moon does some manufacturer ring the bell for you with a brand-new product that *really fits*—a quick-selling, sure-profit item like the new Robbins & Myers Shallow Well Pump. And when *that* happens, it's your fault if you don't make money.

There's always a ready market for anything that *does a better job*. That's why the amazing Robbins & Myers has hit the spot. It's simple, safe, self-priming; capable and clean. It can't contaminate the water—never need be lubricated—works on 25-ft. suction lift—delivers continuous flow at positive pressure. It's quiet, fully enclosed, compact. And this remarkable pump *stands up* even when pumping sand and silt.

If you aren't already "in the know," we'll be glad to give you the whole story.



MAIL THIS COUPON TODAY!

ROBBINS & MYERS, INC., Pump Division, Springfield, Ohio
Send full details on R & M Shallow Well Pumps to:

Company.....
Individual.....
Street.....Zone.....State.....
City.....
I am a ☐ DISTRIBUTOR ☐ DEALER





Prepares

glossy surfaces • greasy walls • waxed floors

for refinishing

WITHOUT SANDING!

WITHOUT MESSY WASHING DOWN!

Tell every paint, varnish, and enamel customer about Wil-Bond . . . tell him how much time and work it will save him on his refinishing job. You'll make a new friend and an extra sale every time.

Wil-Bond prepares any type of surface for refinishing—without sanding; without messy washing down with soap and water.

WIL-BOND

actually does three jobs at once—cleans, dulls, and bonds. Simply dampen a clean cloth with Wil-Bond and go over the area to be refinished. Dirt, grease and wax wipe off cleanly . . . any gloss is completely dulled . . . and a slight "tack" is set up which causes the new finish to spread easily, cover evenly and bond perfectly.

IMPERIAL Rapid BRUSH CLEANER

Here's another item that's a natural for tie-in sales. Imperial Rapid—the brush cleaner that leaves bristles with their original spring and liveliness. Requires no mixing, stirring, or overnight soaking.

Order from your jobber

WILSON-IMPERIAL CO., Dept. H-28, 115 Chestnut St., Newark 5, N.J.

MAIL COUPON FOR INFORMATION or Advertising Leaflets



WILSON-IMPERIAL CO.,
Dept. H-28,
115 Chestnut St., Newark 5, N. J.

I am not at present handling the products checked below,
but would like complete information concerning them.

☐ Wil-Bond ☐ Imperial Rapid Brush Cleaner

I am now handling the products checked below, and
would like advertising leaflets on them.

☐ Wil-Bond ☐ Imperial Rapid Brush Cleaner

Name

Street

City State

LINK UP YOUR SALES

WITH

Steelcote

- STAINLESS CAULK
- GLAZING COMPOUND
- QUALITY PUTTY

3 PRODUCTS

*That Will Do A Bigger
Sales Job For You!*

Stainless Caulk

Stops cracks once and for all in tile and plaster, also around bath tubs and kitchen sinks. Has 50% less shrinkage; stays soft indefinitely and will not crack. Apply with knife or gun. Keeps the cold air out . . . the warm air in . . . stops infiltration of dust and dirt.



Glazing Compound



A superior product for all glazing operations. It is made to be applied in the same manner as putty but is not to be confused with ordinary putty or caulking compound. It provides permanent adhesion for any kind of glass setting job. It will not shrink or crack . . . makes a good water-tight job.

Quality Putty . . .

A product outstanding for ease of application, rugged adhesion to both glass and steel. Made with long life durable oils, it readily contracts and expands with the steel and has the necessary strength to render outstanding service. Our superior quality putty has made us the largest manufacturers of putty west of the Mississippi.



*Interested distributors will please
write for full details and prices.*

STEELCOTE MFG. CO.,
3418 Gratiot St., St. Louis 3, Mo.



Store of Pontiac Varnish Co., Pontiac, Mich., showing displays of their "3 for 3" Aluminum Paints

In a store that sells **QUALITY**

**"3 ALUMINUM PAINTS
FOR 3 USES"**
are right at home!

Alcoa National Advertising Helps You Sell These Three

ALUMINUM HOUSE PAINT



—made with a vehicle rich in oil, full-bodied, to produce an elastic film that penetrates wood, expands and contracts with it. For all weather-exposed lumber.

ALUMINUM METAL & MASONRY PAINT



— hard-drying, durable, waterproof, with sufficient oils to prevent cracking and peeling. For hard surfaces, indoors and out.

ALUMINUM ENAMEL



— satin-smooth, chrome-like, fast-drying and heat-resistant. For decorative interiors, touch-up work, and protection of heated surfaces.

Yes, Alcoa's "3 for 3" National Program pays off best in those stores that sell top-quality paints. For these three aluminum paints for three uses are nationally advertised by Alcoa as high-quality paints. They're formulated as top-quality paints by many paint manufacturers, sold by thousands of dealers as "the best in aluminum".

Remember, aluminum is more than just a color. When you stock a line with the Alcoa Albron shield on the package, you're getting the best in

aluminum pigments. You're also getting aluminum paints that are formulated for *results* on the surfaces for which they are recommended . . . paints your customers will come back and buy again.

Free 24-page booklet, "Paint it Bright", gives full details. Send for your copy, and talk with your paint supplier about the program. And, if you have an unusual painting problem, let us help you. Paint Service Bureau, ALUMINUM COMPANY OF AMERICA, 1984 Gulf Bldg., Pittsburgh 19, Penna.

Look for this Shield on



ALBRON

ALUMINUM PAINTS

MADE BY MANY PAINT MANUFACTURERS USING

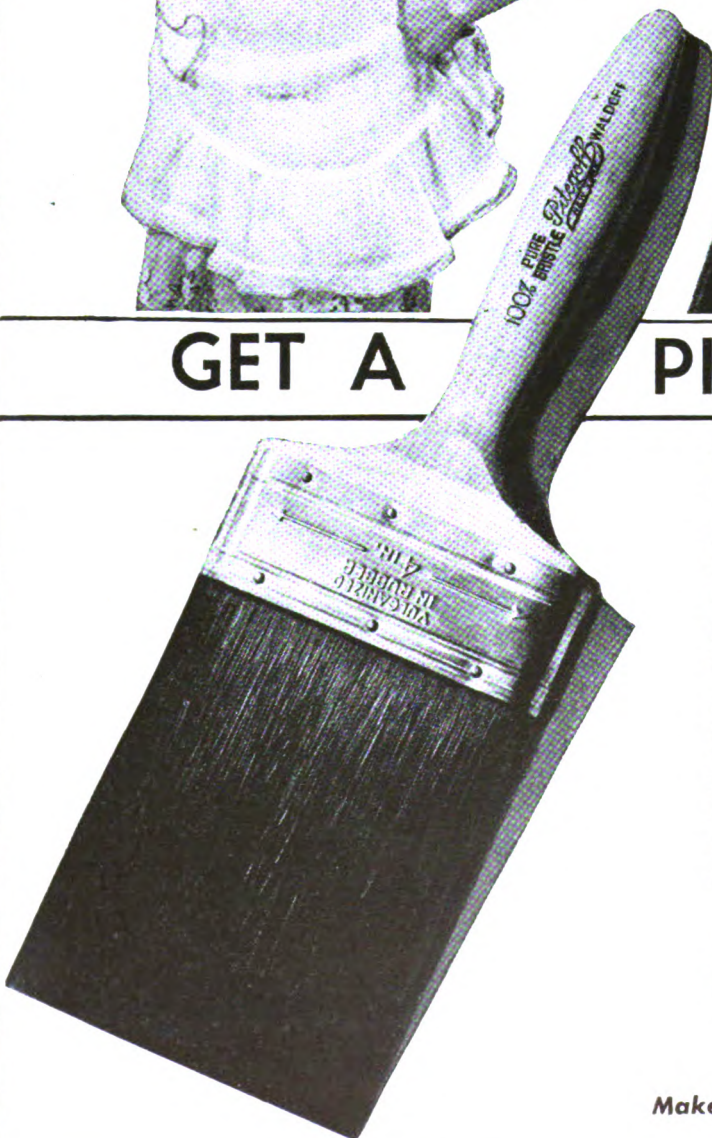
ALCOA PIGMENTS

Don't Get a Brush off—



GET A

PITEGOFF BRUSH



Many painters get a **BRUSH OFF** from their customers.

Reason — Unsatisfactory work.

Causes of Trouble — Two things. Both are brushes. Brushes that spread paint unevenly. Brushes with loose bristle that stick to the wall instead of the brush.

Painters prefer Pitegoff because "**A FULL HEAD OF BRISTLE IN EVERY BRUSH**" assures you of even distribution of paint and longer life. NO LOOSENING BRISTLE because they are held securely by a secret rubber formula handed down from fathers to sons.

INQUIRE OF YOUR JOBBER OR DEALER

PITEGOFF BROTHERS, Inc.

320-330 VAN BUREN STREET
BROOKLYN 21, NEW YORK

Makers of Quality Brushes for Two Generations

How to look your "Sunday Best"

seven days a week!

THE "appearance factor" in retail selling cannot be over-emphasized. It is a proven fact that the store with the greatest "eye-appeal"—inside and out—is the one that consistently attracts the most customers . . . makes the most sales . . . shows the largest profit.

Make sure that your hardware store looks its "Sunday Best" . . . every day in the week. Remodel with Pittsburgh Glass and Pittco Store Front Metal. These products are unexcelled for store modernization. They have helped to give smart, modern appeal and attraction-power to countless businesses.

Why not consult an architect now? You will thus assure yourself a well-planned, economical design. And, if you prefer, you can arrange for convenient terms through the Pittsburgh Time Payment Plan. In the meantime, fill in and return the coupon below for a free copy of our interesting booklet, showing how "Pittsburgh" modernization has benefited scores of merchants all over the country.



PERMITTING FREE, unobstructed vision from the street right into the store interior, "open vision" type store fronts are, in effect, powerful and impressive displays which catch the eye, hold the passer-by, and draw him inside. Here's a hardware store in Lima, Ohio, which utilized an "open vision" store front for maximum sales- and profit-pull.

"PITTSBURGH" STORE FRONTS AND INTERIORS



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

Pittsburgh Plate Glass Company
2059-8 Grant Building, Pittsburgh 19, Pa.

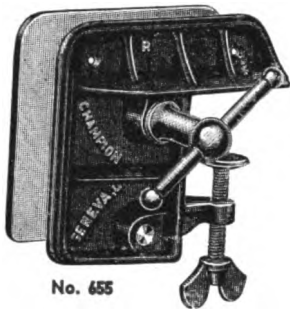
Without obligation on my part, please send me a **FREE** copy of your booklet on store modernization.

Name.....

Address.....

City..... State.....

Lightweight CHAMPION Handy Vise Heavyweight Stamina and Performance



No. 655

A vise your customers will go for in a big way. The CHAMPION handy vise gives a carpenter, home handy man and a boy in manual training an extra pair of hands to hold their work and also saves them time and energy. It's a must for the home shop worker.

Vise will fasten to anything from $\frac{1}{8}$ inches to $2\frac{1}{4}$ inches thick and will hold work in almost any conceivable position. It is portable, weighing only $2\frac{3}{4}$ pounds. Aluminum jaws have screw holes for fastening in wooden jaws if required. Feed screws and guide pins are of tool steel. Packed 1 vise in a box, 6 vises in a case.

Nearly all hardware jobbers handle some products in the big CHAMPION line.

**The
CHAMPION HARDWARE CO.**
GENEVA, OHIO

If it's a CHAMPION it's a winner

Simply Show Customers HOW ONE EXPANSIVE BIT TAKES THE PLACE OF MANY OTHER BITS

**AND — Conn. Valley Expansive Bits
Make Good Work Easier, because:**

1. Easier Cutting, smoother holes . . . result of spur on head
2. Positive pull given by no-clog point threads
3. Non-slip cutter . . . result of clamp under tension
4. Keener edges . . . handsharpened
5. Wright type has direct, micrometer adjustment

FORSTNER Auger BITS

For Boring Any Arc of a Circle

Sell pattern-makers and woodworkers. This bit is especially suited as it bores accurately leaving a polished hole. Furnished in hand brace shanks, from $\frac{1}{4}$ " to 2", and in machine shanks from $\frac{1}{4}$ " to 3".

The Home of Expansive Bits
One Takes the Place of Many
Other Bits

The Connecticut Valley Mfg. Co.

CENTERBROOK, CONN.

REORDERS ARE POURING IN ...

For SPORTSMAN'S LONGNOSE PLIERS

Fast selling, profitable tackle-box item. Makes it easier and safer to remove hook from fish's mouth. Strong, long-wearing, brite-nickel or cadmium plated. Retail at \$1 each with excellent dealer discounts.



FISHERMAN'S PINCHERS

Handy for the tool kit as well as the tackle box, this tool has as the tackle box appeal. Fast and handy for skinning fish and animals...for pruning bushes, picking fruits, etc. Retail at \$1.00 each.



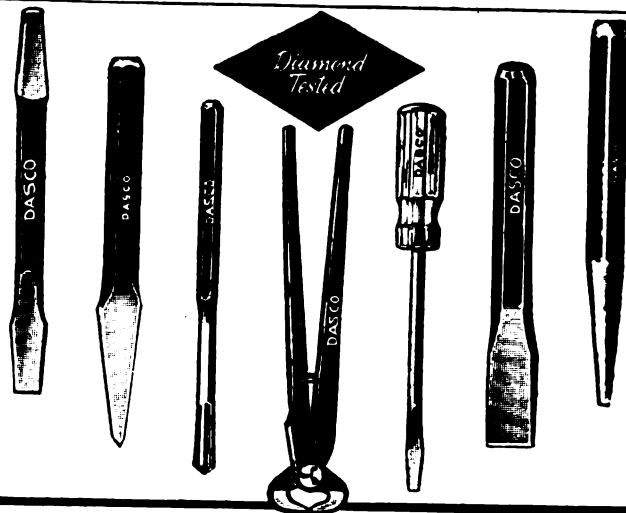
and Kwik Pie Plastic Fly Boxes

A fly box that is specially designed for holding flies. A necessity to complete your line of bait holders. Holds flies in coils of springs. Lightweight and waterproof.



Retail at
\$2.95

**NATIONALLY ADVERTISED AND DISPLAYED
BARTELT ENGINEERING COMPANY
ROCKFORD, ILLINOIS**



THE TOOLS OF GOOD CRAFTSMEN

For many years the name DASCO has been a guarantee of fine tools. All are made of the best steel . . . diamond point tested for hardness . . . electrically tempered. They are nicely finished and individually numbered for easy reference in re-ordering.

SOLD BY LEADING JOBBERS

DASCO

Forged Hand Tools

DAMASCUS STEEL PRODUCTS CORP., ROCKFORD, ILL.

We have an audience of 3.7 MILLION men—alert, active, creative men who use lots of tools and hardware. Again and again, month after month, we're reminding them that **BRANDED** tools and hardware—bought at the **HARDWARE** store—are **BEST**.

... Popular Mechanics Magazine

"Where'd you get the orphan, Tom?"



TOM: Orphan? What do you mean, Dad?

DAD: This chisel. There's no brand name on it.

TOM: What of it? Just feel that edge.

DAD: That's not much to go by when you're buying a chisel, son. Even a piece of cheese can have a sharp edge, you know.

TOM: You mean this chisel's no good?

DAD: I mean you can't be sure it's good. No brand name, no reputation to back it up. It's one of those bargain counter orphans—and they generally let you down.

TOM: Well, it didn't cost much, anyway.

DAD: Better get your money back—if you can. And then go over to the hardware store and buy a good chisel—one with an advertised brand name you can trust. The hardware man will always steer you right.

FREE!

Big, colorful posters to boost sales in your store.

WRITE:

Popular Mechanics
200 E. Ontario St.
Chicago 11, Ill.

Your **HARDWARE DEALER** sells **QUALITY** tools
and hardware... Buy from **HIM**



POPULAR MECHANICS

(Reproduced from Popular Mechanics, February, 1948)

Chicago DIE CASTING Displays will Sell for You

Your counter becomes your stockroom when you use Chicago "on the counter" Displays

- SAVES SPACE •
- CREATES SALES •

Ask your Jobber about
No. 50 Pulley Display

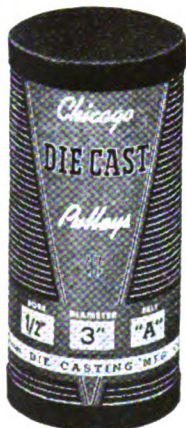
Twenty-four V-groove pulleys, in twelve popular sizes, from 1 1/2" to 5" make up this display. All pulleys are for "A" section belts, and are furnished in 1/2" and 3/4" bores. The display is attractively colored in Red, White and Blue.



Chicago Packaged Pulleys

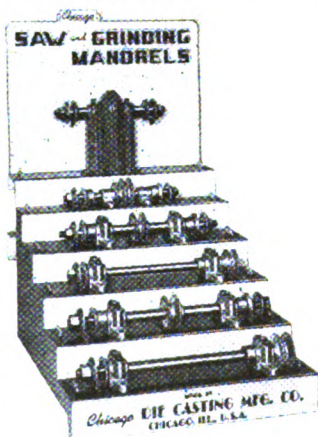
These colorful Red, White and Blue pulley display cans add to your profits 3 ways:

1. Displayed on your counter they attract customers to your home workshop line.
2. Your salesclerks save time, as each can contains 6 of one size pulley with diameter, bore, and belt size clearly marked.
3. Merchandise is always clean, and checking stock is a matter of minutes.



No. 70 Mandrel Display

This display features 6 of the fastest selling saw, grinding, and buffing mandrels. Four of the mandrels are used for grinding and buffing. The other two are to be used with circular saws. The display is colored in Red, White and Blue, and has space in the rear for other sizes.



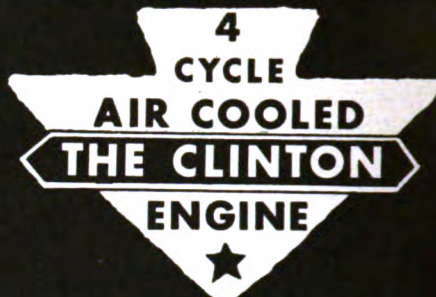
For Full Information Ask
Your Jobber or Write
for
(Bulletin 47A)



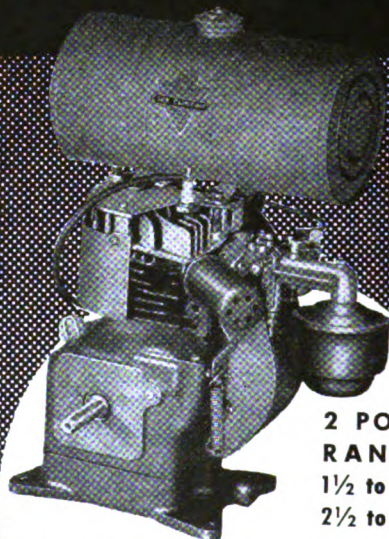
Chicago Packaged Mandrels

Your Chicago Mandrels now come to you in this smart, new, Red, White and Blue display carton. Feature this carton with your No. 70 display and add to your sales.

Chicago DIE CASTING MFG. COMPANY
2510 West Monroe Street, Chicago 12, Illinois



IT'S POWERED BEST WHEN CLINTON POWERED



**2 POWER
RANGES**
1 1/2 to 2 H.P.
2 1/2 to 3 H.P.

**THE WORLD'S LARGEST EXCLUSIVE
MANUFACTURERS OF
1 1/2 TO 3 H. P. GASOLINE ENGINES**

Clinton Engineers, specialists in Gasoline Engine Designs, have incorporated all the best features, developed by new methods in airplane engine construction into this compact air-cooled power plant of world renown. . . . That's why, wherever you go, you'll find the Clinton doing a better power job. It's sold and used in every country throughout the world.

For dependable power, demand the Clinton on equipment you buy or sell. . . . Use the Clinton on equipment you build.

**World-Wide Parts
and Service Stations**
THERE'S ONE NEAR YOU
For full information write Box 100 HA

CLINTON MACHINE CO.
CLINTON, MICHIGAN



Getting a Finner Grip

ON HOME WORKSHOP BUSINESS

JACOBS Helps Build Up Your Home Workshop Trade

Home workshops . . . and small commercial shops . . . can be the basis for a worthwhile increase in business when you promote these two great JACOBS Chucks to your craft-conscious customers. They're always on the lookout for new and better uses for hand and power tools. Exploit this urge with these exclusive chucks with the new Rubber-Flex Collets which offer better gripping power, greater accuracy, longer life . . . and which adapt power tools to new and unusual uses.

Get this Complete Merchandising Kit

You can set yourself up in this profitable business with this single merchandising kit that includes your initial stock of chucks and adapters, plus an attention-getting display and attractive literature. Ties in perfectly with JACOBS' national advertising in leading home workshop publications.

ONLY
Jacobs Chucks
HAVE THE RUBBER-FLEX COLLET

ITS PARALLEL BITE HOLDS TRUE AND TIGHT

Two Great Chucks for Hand and Power Tools



HEX-KEY . . . for drill press spindles — motor shafts — jack shafts. With Morse taper arbor, fits lathe headstocks and tailstocks. Four models, with capacities to $\frac{1}{2}$ ". Can be directly fitted to any $\frac{1}{2}$ " or $\frac{3}{8}$ " power shaft.



HAND-TITE . . . for hand and power tools with threaded spindles. Used on polishing heads, bench grinders, flexible shafts, etc. Three sizes give range to $\frac{1}{2}$ " capacity. Models to fit $\frac{3}{8}$ -24, $\frac{1}{2}$ -20 and $\frac{1}{2}$ -24 threaded spindles.

Both Have Rubber-Flex Collets

This latest development by JACOBS is of exclusive bonded rubber and steel construction. Gives tighter grip . . . improved accuracy . . . longer life. No loose jaws . . . no springs . . . not harmed by oil or coolants. The greatest development since the invention of the chuck itself! IF IT'S A JACOBS . . . IT HOLDS.

All forecasts are that this will be the biggest home workshop year in history. Be sure you get *your* share. Sold only through your hardware jobber. The Jacobs Manufacturing Company, Hartford 2, Connecticut.



Time-Saver

PRESSURE COOKERS

The only Pressure Cooker with **MAGICAP**—the patented automatic, "silent watchman" for extra safety.



FULL

6½ QUART

Drawn from heavy virgin aluminum. Mirror finish. Cookbook and aluminum meat rack included.

\$13.95 FAIR TRADED

Slightly higher in 11 western states.

NOW SHIPPING

A Quality Product

AT A POPULAR PRICE

To help you take FULL ADVANTAGE of the growing demand for pressure cookers.

ASK YOUR JOBBER

for the Time-Saver money making deal.

TRAUBEE PRODUCTS, INC.

924 BERGEN ST. • BROOKLYN 16, N. Y.

* Reg. U.S. Pat. Off.



20,000,000
HOUSEWIVES

SAW THE GENERAL IN NATIONAL ADVERTISING

Now General Breaks With a New And Exciting Household Slicer At The Housewares Show!

Make sure you visit the GENERAL exhibit at the Housewares Show—See and be one of the first to try the new really modern food slicer specially designed and priced for home kitchens! You'll soon be feeling the effects of GENERAL's hard-punching, fast selling ads in leading women's magazines reaching over 20,000,000 housewives all over the country! There will be plenty of sales and profits for you if you have the GENERAL Slicers in stock (both the record breaking \$12.95 model and its new parent machine) and be ready to point out and demonstrate its many new and unique sell-on-sight features.

Tests in stores all over the country prove that the GENERAL is one of the hottest household sellers in years, with a customer potential in every home, packed with sales appeal, and profitable for YOU. Now available to jobbers as well as retailers. For profit's sake—visit



GENERAL
SLICING MACHINE CO., INC.

100 South 3rd Street • Brooklyn 11, N. Y.

NEW

AS

FASHIONS

"NEW LOOK"



Demand for Porter Ice Cream Freezers continues heavy, and prevents promise of immediate delivery. But we'll be glad to send you specifications and prices on the complete line, with the assurance that we will make every effort to fill your order as fast as conditions permit.

NEW IMPROVED 1948

HUSKY

ICE CREAM FREEZER

EVERY lady shopper will squeal with delight when she sees the 1948 Husky! She'll instantly notice the sleeker, smarter lines—the new color dress—the gay, inviting styling that says, "Come on, take me home—now." She

will recognize that efficient look, too, and know at once that Husky does freeze ice cream easier.

Like a car, like a train, like a plane—Husky is a product of engineering! Old-fashioned, old-world sand-cast gears are out. No more "gnashing" and "chattering" to waste energy and snap tempers. Husky is a modern mechanical marvel in the ice cream freezer trade. Try it and you'll agree. Husky is as good as it looks!

Manufacturers of the Famous "Dolly Madison" Electric Ice Cream Freezer

The J.E. Porter CORPORATION

Manufacturers of America's Favorite Ice Cream Freezers . . .

80

YEARS OLD

HOME OFFICE: OTTAWA, ILLINOIS — EXPORT OFFICE: 201 NORTH WELLS STREET, CHICAGO, ILLINOIS

FEBRUARY 12, 1948

Digitized by Google



**This
MESS Display
sold \$250⁰⁰
per month**

**This
MASS Display
sold \$500⁰⁰
per month**



Increase your PYREX WARE sales 100% - with no increase in counter space !

ACTUAL experience shows that sales are affected more by *the way you use* display space, than by *the amount of space used*. All types of retailers all over the country have told us that this fact is particularly true with PYREX Ware... in fact some report that, *with proper display*, their sales have tripled! A *mess* display, in addition to causing the loss of Pyrex ware sales, will hurt the sale of all the other items jammed

into the display. Good mass display of *all* merchandise, particularly Nationally Advertised brands like Pyrex ware, will mean increased sales, faster turnover, and higher profits. Why not increase your sales by building a mass display of Pyrex ware equal to - or better than - the one illustrated above? Do it today!

CONSUMER PRODUCTS DIVISION, Corning Glass Works, Corning, N.Y.

"PYREX" is the registered trade-mark of Corning Glass Works in the United States and in Canada of Corning Glass Works of Canada, Ltd.





KONGA COCKTAIL SHAKER



KAKOVER



BEVERAGE SET



FRIG-I-TOR



KEY VAC VACUUM
COFFEE MAKER



PERCOLATOR



TEA KETTLE

KROMEX GIVES YOU BOTH PLANNED AND IMPULSE SALES

The planned purchase may be your bread and butter...where the customer comes in to fill a specific need. But the impulse purchase is your cake and the icing on it...that extra profit sale that the shopper "didn't come in for" but couldn't resist.

The Kromex line is designed for successful stores that want both kinds of sales. Look at these Kromex products. See how they meet specific housewares needs. See how they go on from there to imaginative, exciting, irresistible gift and party items. Put this "eye-buy" appeal on your counter...and pocket a better-than-fair profit margin.

Kromex

Enduringly Beautiful

**GET YOUR SHARE OF THE GIFT BUSINESS . . .
THE SPECIAL EXTRA PROFIT BUSINESS!**

Write Kromex for special promotion pieces, mat and display services, that will help bring in to your store the gift-buying traffic. With Kromex on your counters, don't hide that bright light under a bushel . . . let us make it shine for you!

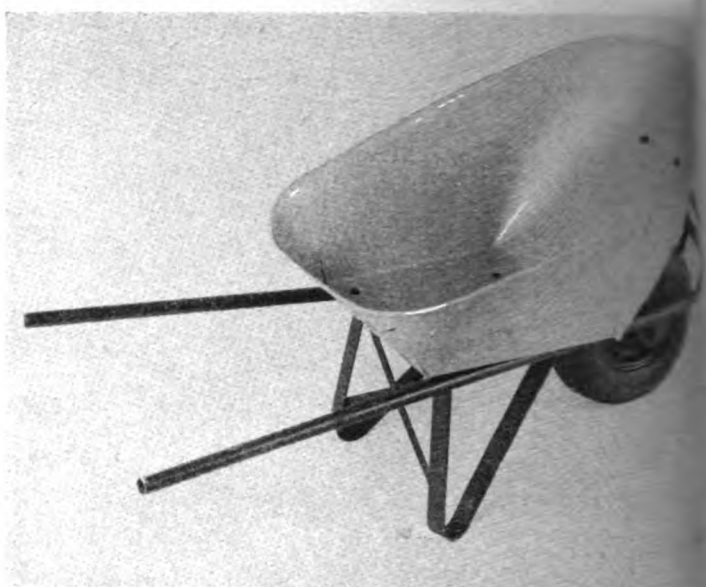
Kromex, Cleveland 8, Ohio

LIGHTWEIGHT for HEAVY DUTY The New LACAR Wheelbarrow

The Lacar wheelbarrow weighs but 55 pounds, yet is rugged and perfectly balanced with a 5 cubic foot capacity. It is designed to give long service for Farm, Contractor, and Industrial use.

- Corrosion-proof, heat-treated alloy —aluminum hopper.
- All steel undercarriage, steel tubing handles.

Available for Immediate Delivery



- Electric spot-welded throughout with 1/4" wire bead.
- 4.00 x 8 pneumatic 4 ply tire on ball bearing wheel of our own construction.

WRITE
For prices
and literature on complete Lacar line of wheels and wheelbarrows.

LACAR ENTERPRISES P. O. Box 234
Belmont, California

Buckeye

POWER KING Lawn Mower

A THOROUGHLY DEPENDABLE POWER JOB

Tough aluminum alloy gives it lightness. Fine special steels, bronze and rubber assure precision quality. One of the best gasoline motors on the market provides dependable propulsion. A mower you can recommend with complete confidence. And best of all, the price is reasonable. 5-blade ball bearing reel. 20" cut. Easily mows up to three acres per day. **WRITE NOW** for details.

HAND MOWERS

MODEL 550 DeLuxe is beyond question the finest hand mower we have ever built. Light, smooth running, easy to push and popularly priced. This mower practically sells itself.

Aluminum alloy castings. 5-blade ball bearing reel; crucible tool steel knives; 16" cut. 10" wheels. Rubber roller; semi-pneumatic tires. Tubular steel handle with rubber grips. Weighs only 27 lbs. Details on request.

Model
550
Deluxe



**LIGHT
STRONG
MODERN
•
WEIGHS ONLY
87 LBS.**



LAWN MOWERS SINCE 1880

MAST-FOOS Manufacturing Co.
Springfield, Ohio
HAND AND POWER LAWN MOWERS
EXECUTIVE OFFICES 2-264 GENERAL MOTORS BLDG., DETROIT, MICH.

Pumps

Lathes

Drill presses

Corn shellers

Sanders

Bench saws

Ventilating fans

Milking machines

1/4 horsepower and up

Made by the makers of the world-famous **HOOVER** Cleaners

The New **HOOVER** Fractional Horsepower Motors

YOUR CUSTOMERS KNOW "HOOVER" MEANS QUALITY

You can be sure of giving your customers the finest in fractional horsepower motors when the name "Hoover" appears right on the name plate.

These great new motors are built with the same engineering skill and dependability that go into the world-famous Hoover Cleaners. Compact, precision made, they deliver their power with work-horse stamina.

A Hoover fractional horsepower motor will give your customers years of efficient trouble-free service.

USERS LIKE THESE HOOVER MOTOR FEATURES

Induction run . . . single phase . . . 60 cycles . . . dual voltage—110/220 . . . 1725 R.P.M.

Capacitor start . . . more than 300% full load starting torque with minimum current flow.

No vibration or "shift" . . . integral feet, carefully machined to give solid mounting and quiet operation.

Low temperature . . . electrical and mechanical design for low-temperature operation. Ventilated open type. 40° C. Rise.

Laminated steel rotor . . . carefully ground and balanced for maximum efficiency.

Centrifugal starting switch . . . designed and built for years of trouble-free operation.

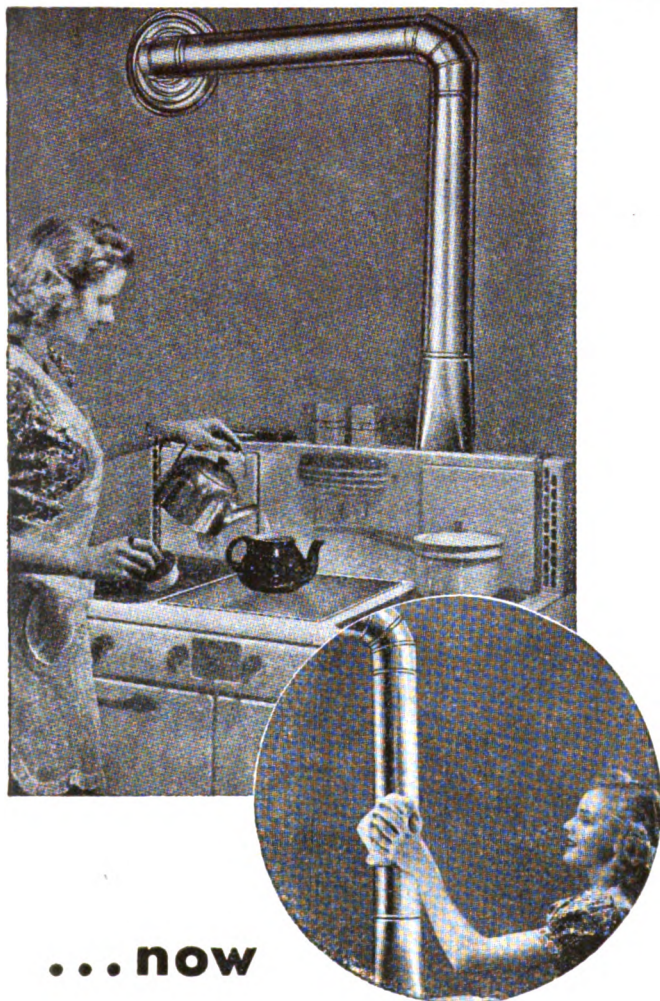
High-grade ball bearings . . . sealed against dust and grit, give smooth performance and long wear.

Rotation . . . clock or counterclockwise.

Sold only through retail outlets

THE HOOVER COMPANY, Electric Motor Division • North Canton, Ohio
Hamilton, Ontario, Canada

BALLONOFF *Chrome Plated* STOVE PIPE



...now
again available

For the first time since before the war you now can satisfy your customers' desire for Ballonoff Chrome Pipe. Modern plating and fabricating equipment has been installed in our new plant, and we are taking orders for early delivery. We thank the many hundreds of customers who have been patiently awaiting the return of this popular item.

Ballonoff
METAL PRODUCTS CO.
1820 EAST 37th ST. • CLEVELAND 14, OHIO

BIGGEST PROFITS *QUICKEE*

**WATERLESS
HAND
CLEANER**



Quickee is the most profitable Waterless Hand Cleaner, because it's America's largest selling hand cleaner. Big repeat sales mean fast turnover—biggest profits.

It pays to push QUICKEE because

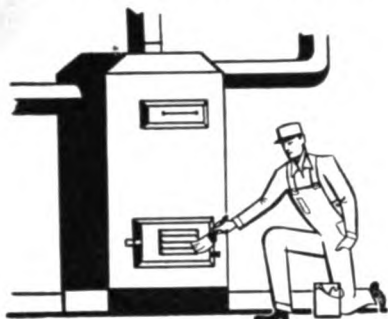
- Full 33% Jobber Profit
- Fast Turnover
- Consistent Advertising
- Product Superiority
Cleans grimmest hands in 17 seconds flat. Contains Lanolin and natural vegetable oil. Laboratory control system assures uniformity.
- Merchandising
Powerful selling material includes colorful counter displays, cuts, mats, circulars, catalogue sheets, display streamers.

in cans up to 35 lbs.
in tubes at 35¢

QUICKEE WATERLESS
HAND
CLEANER

America's fastest selling hand cleaner
TUDOR CHEMICAL SPECIALTIES, INC. • NEW YORK 53, N. Y.

WHAT GOES ON HERE?



Why SYNCHROME of Course!

The ALUMINUM PAINT OF 1001 USES!

Inside or out . . . on bridges or bicycles . . . on boilers or basement walls Cres-Lite SYNCHROME is the finest paint protection you can buy. One coat covers most surfaces with a chrome-like finish unsurpassed for resistance to heat, moisture, fumes, weather and corrosion. Its high hiding power and durability make it the best pro-

TECTIVE COATING for any interior or exterior surface. For complete details write TODAY for free copy of "A Guide To Using Aluminum Paint."

GUARANTEED—Cres-Lite SYNCHROME is a quick-drying synthetic resin oil paint guaranteed to contain only pure 325 mesh aluminum and the highest quality grades of oil, pigment and synthetic resins.

CRESCENT BRONZE POWDER COMPANY

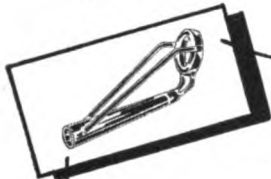


116 WEST ILLINOIS ST., CHICAGO 10, ILLINOIS • 1841 SOUTH FLOWER ST., LOS ANGELES 15, CALIFORNIA

**LOOK AT OUR
LINE NOW!**

We've had to let it out—so we could fill the
great demand for ALLAN chrome plated
stainless steel mountings—

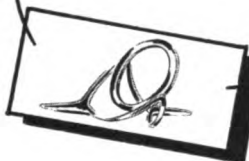
*"Quality Line Mountings for
Greater Fishing Pleasures"*



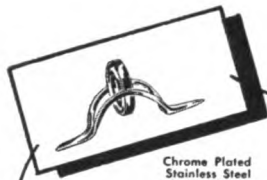
Chrome Plated Stainless
Steel WIRE TOP
In sizes—CSWT—
4, 5, 5½, 6, 7, 8,
10, 12, 14, 16



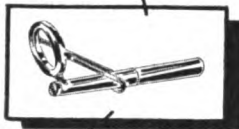
Chrome Plated
Stainless Steel
SURF GUIDE
In sizes
CSSG—28



Chrome Plated
Stainless Steel
SPINNING GUIDE
In sizes
CSSPO—7, 8, 9, 20



Chrome Plated
Stainless Steel
BRIDGE GUIDE
In sizes—CSBG
10, 12, 14, 16,
18, 20



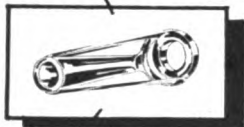
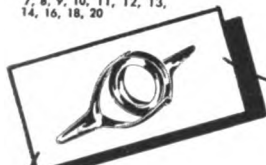
Chrome Plated
Stainless Steel
REVERSIBLE SURF TOP
In size CSRST—20 24,



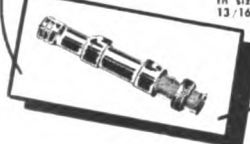
Chrome Plated
Stainless Steel
WIRE GUIDE
In sizes CSWG
7, 8, 9, 10, 11, 12
13, 14, 15,

Chrome Plated
Stainless Steel TOP
4, 5, 6, 7, 8, 10,
11, 12, 14, 16, 18,
20, 22, 24, 26
28, 30, 32, 34

Chrome Plated
Stainless Steel GUIDE
In sizes CSG—5, 6,
7, 8, 9, 10, 11, 12, 13,
14, 16, 18, 20



Triple Chrome Plated
Quality Brass REEL SEAT
In sizes—3¼",
13/16", 7/8", 1 5/16"



**SPECIAL ALLAN
FRESH WATER ASSORTMENT NO. 1**
List Price \$12.00
Standard Trade Discounts

At your Jobber

ALLAN

PRICE LISTS AVAILABLE
**MANUFACTURING
COMPANY**

22-79 STEINWAY ST., LONG ISLAND CITY 5, N. Y.

Order NOW!

And Sit Pretty For Early Sales

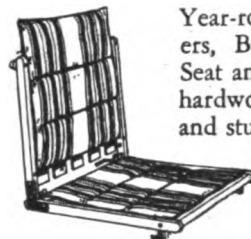
**FIRST
COME,
FIRST
SERVED
for**



TUCKER-DUCK

"Peerless" Comfort
**Peerless Folding Camp
and Lawn Furniture**

Tucker Backrest



Year-round sales: For use at Bleachers, Boats, Beaches, Picnics, Sports. Seat and Back padded. Made of good hardwood, corners rounded, strong and sturdy, made to last.



Porch and Lawn Chairs

Good hardwood in natural varnish or color, smooth finish. Folds two ways, comfortable and convenient.



Camp Cots

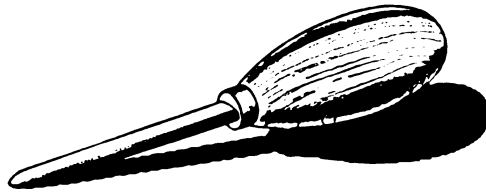
Heavy O.D. duck properly sewed and tacked. Built for hard usage, comfortable and elastic. Legs reinforced.



*Write for Literature
and Prices*

Tucker DUCK AND BIRD
FORT SMITH, ARKANSAS

STARTING 53 YEARS AGO WITH AN OYSTER KNIFE...



we are now making all these cutlery items for the Hardware Trade

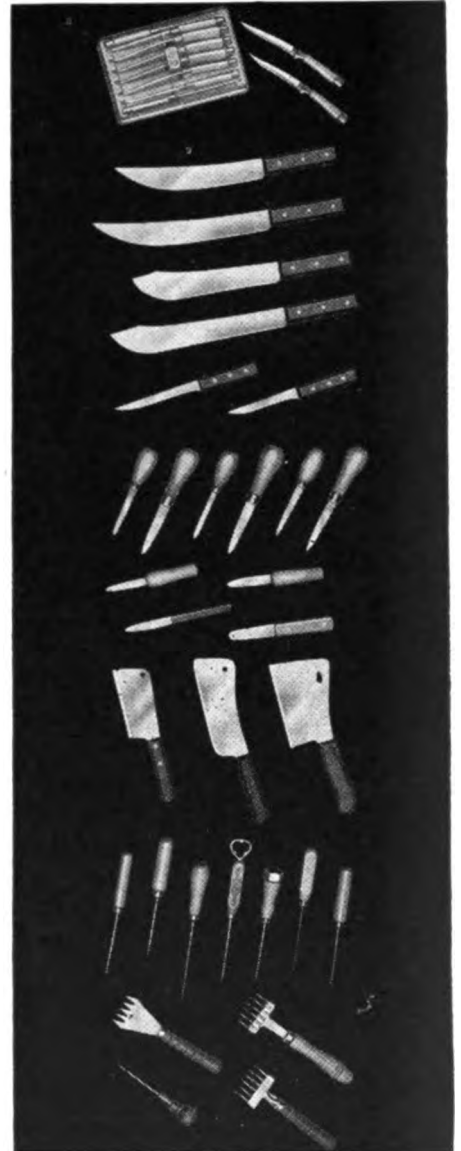
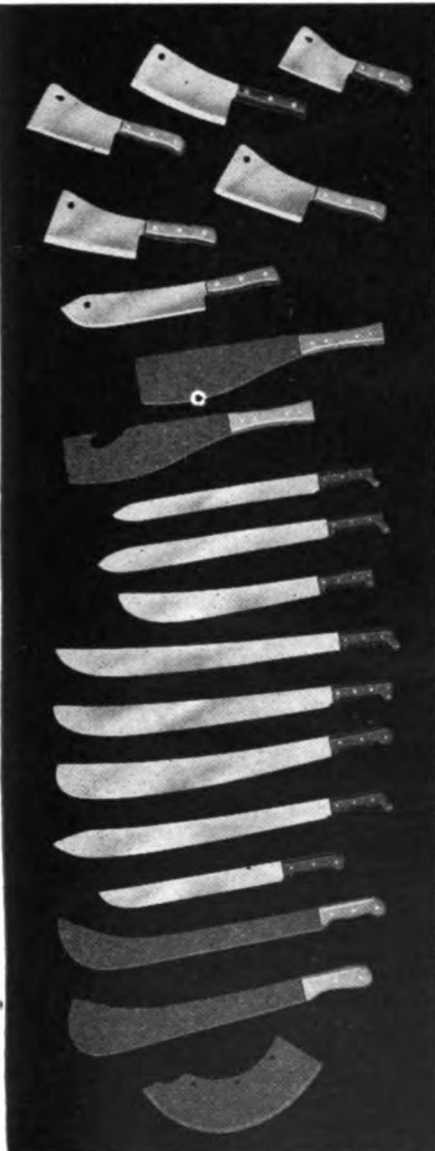
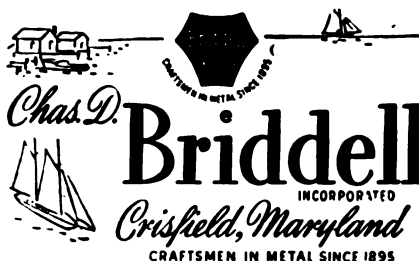
STEAK KNIVES • BUTCHER KNIVES • BONING KNIVES • SCIMITER KNIVES • OYSTER KNIVES • CLAM KNIVES • CLEAVERS
ICE PICKS • ICE CHIPPERS • CORN KNIVES • AWLS • MACHETES • FISH KNIVES • OYSTER TONGS • CLAM RAKES

Here are most of the things we make for you to sell. Coming at you an item or two at a time in our advertising, the products we've added since 1895 may not have fully registered.

We're still tucked away on Maryland's Eastern Shore, where the Briddell business began. The plant is larger, employees more numerous, national consumer advertising in operation, a national and foreign trade enjoyed—but the craft principles of the founder are still in effect.

On a hand tool the Briddell name means what it meant 53 years ago—quality unskimped, in workmanship or materials. The best, in short, that we know how to make.

Important P.S.: It is to your advantage to cash in on Briddell consumer-standing by carrying the complete line. Hardware jobbers now have a well-assorted stock, can fill your order promptly.





BE SURE

*Be Prepared
For the Spring
Gardening
Trade*



Your customers will ask for **KEES** hand garden tools. Be ready—order now for the rush of spring gardeners. Each tool is made of 18-gauge, one-piece pressed steel, with baked enamel finish. The handle ends are closed, rounded and smooth—no wooden plugs or metal caps to work loose and come off.

Individual tools: 2 dozen per case
Set: 1 set per carton, 24 sets per case

The set shown above is the four-piece No. 184 set. Available also in three-piece Garden set No. 183. Set No. 183 does not include the fork.



F. D. KEES MFG. CO.
BEATRICE NEBRASKA

Sow **WHITNEY'S** LAWN SEED

Get it AT YOUR DEALERS

will be our spring and summer message in over 10,000,000 Consumer Ads . . . in *Better Homes & Gardens*, *Saturday Evening Post*, *American Home*, *House Beautiful*, *House & Garden*, *Home Garden* and *Garden Sections of Big Sunday Newspapers*. The advertising tells lawn makers **HOW WHITNEY'S Seeds are SUPER-REFINED, Germination-tested and provided in mixtures to meet every need.**

TIE UP for Extra Profits — by displaying the colorful **WHITNEY Packages** and point of sale advertising.

**WRITE
for prices**

**Display
Material
FREE**



WHITNEY SEED CO., Inc. Buffalo 5, N.Y.

THE PREMIER P-20 ELECTRIC WATER HEATER

SALES GUARANTEE
Order a sample . . .
if not completely
satisfied with qual-
ity and sales value,
send it back!
Money refunded.

- High Profit
- Popular Selling Price
- Hot Water by the Pailful
- Underwriters' Laboratories Approved

A revolutionary, new immersion-type water heater! Not a gadget . . . finest quality unit. Top housing cadmium plated and painted red. Heating unit solid copper with hermetically sealed brass tube. Automatic contact switch operates only when pail is hung on switch arm. **Retails at \$16.50. Full dealer discount allowed. Order from your distributor or direct from this ad. Dept. HA 21.**

★
Send for copy
of new 1947-48
catalog and
price list.

THE NATIONAL IDEAL COMPANY
TOLEDO 4, OHIO

**25 FOOT LENGTHS
BRAIDED COUPLED GARDEN HOSE**



**COMPLETE WITH GENUINE
ALL BRASS FITTINGS**

Packed 10 to a bale

\$1.65
5/8" SIZE
SAME FINE BRAIDED HOSE
\$2.20
3/4" SIZE

F. O. B. Philadelphia—Special price
to recognized jobbers and distributors

HANCOCK MANUFACTURING Inc.
131-137 S. Second St. Philadelphia 6, Pa.

Check These Mowers

For The **BIG** Season Ahead



LIST

\$99.50

F.O.B. Kansas City, Mo.

more

- ✓ **SALES**
- ✓ **PROFITS**
- ✓ **SATISFIED CUSTOMERS**

VELVA-CUT gas and electric power lawn mowers have all of the features you and your customers have wanted.

- **MAYTAG MULTI-MOTOR**—Twin cylinder gasoline engine, Precision cone friction clutch.
- **ELECTRIC MODEL**—Powered by a special precision built motor, 1/3 HP—single phase—110V 60 cycle AC. No oiling, sealed for life.
- **WIDE CUT**—Cuts 16" swath on all terrain.
- **CUTS ANYWHERE**—On sharp terraces and sloping ground—in tall or short grass or weeds—will not scalp.
- **TRIMS CLOSE**—Cuts within 1/4" of shrubs, plants, walls, etc.
- **ADJUSTABLE CUTTING HEIGHT**
- **FLOATING HANDLE**—For operators short or tall.
- **SEMI PNEUMATIC TIRES**—No pumping—easy rolling.
- **ALUMINUM BASE**—Rigid and light weight, plenty of strength to withstand hard usage plus easy handling.



LIST

\$89.50

F.O.B. Kansas City, Mo.

VELVA-CUT Mowers are low priced extra profit items that you will want to handle to get your share. Liberal discounts, plus immediate delivery and sales appeal, makes VELVA-CUT a "Must" on your buying list.

Write any of the offices listed below today, for complete information.

Remember More SALES — More SATISFIED CUSTOMERS — EXTRA PROFITS

ATTENTION MANUFACTURERS' AGENTS:

Some choice VELVA-CUT territories are still open.

Manufactured by **TURPINORR MANUFACTURING CO.** Kansas City, Mo.

Eastern Representative

ATLAS DISTRIBUTORS, INC.

209 Atlantic St., Stamford, Conn.

Western Representative

CARLISLE MFG. & SALES CO.

5419 St John, Kansas City, Mo.

Gulf States Representative

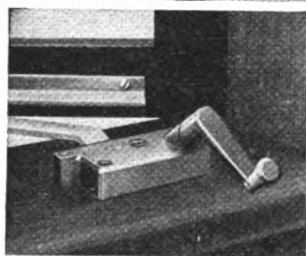
THE HAUGHTON COMPANY

5139 3rd Ave. N., St. Petersburg, Fla.

GETTY

No. 4715

THIS WINDOW IS
GOING TO TRAVEL
ITS 1/4 MILE
EVERY YEAR...



Because it's equipped with a Getty No. 4715 wood Casement Operator. There'll be no jammed channels, no broken teeth, no stripped threads. Day in, day out, Getty operators will give "good mileage" quietly, efficiently—and at minimum cost. Inherently correct design, using the worm-and-gear angle drive principle, and accurate, sturdy construction, using the right materials in the right places, assure years of trouble-free positive casement control at all times. Getty operators are built for a lifetime of service... and here are six down-to-earth reasons why they are the choice of architects, builders, contractors and home owners for wood casements everywhere.

- Arm is 5/32" cold rolled steel, cadmium plated, with teeth accurately machine ground (hobbed) at exact operating angle.
- Full 1/2" diameter case-hardened steel worm. Shaft is integral with worm.
- Solid brass bushing acts as a bearing for worm shaft; threaded in housing; cannot back-out under pressure.
- Arm pivots on 3/8" case-hardened bearing-stud shoulder.
- Solid brass arm button is locked in channel.
- Heavy-gauge channel guide (brass or steel) has 3 point anchorage on window.

Getty manufactures operators for all types of casements for both wood and metal. Also a complete line of high-quality accessory hardware for casement windows. See other types of operators in "Who Makes It," page 168.



Consult your local Contract Builder's Hardware Dealer, your local Building Materials Dealer, your Wholesale Hardware Jobber, or write:

H. S. GETTY & CO., INC.
3348 N. 10th ST., PHILADELPHIA 40, PA.

*There Is NO SUBSTITUTE
for BRONZE SCREEN WIRE!*



**NOW
IS
YOUR
CHANCE!**

**TO PURCHASE
BRONZE SCREEN
WIRE**

*Galvanized Screen Wire...
Hardware Cloth Wire...
All Grades of Industrial Wire*

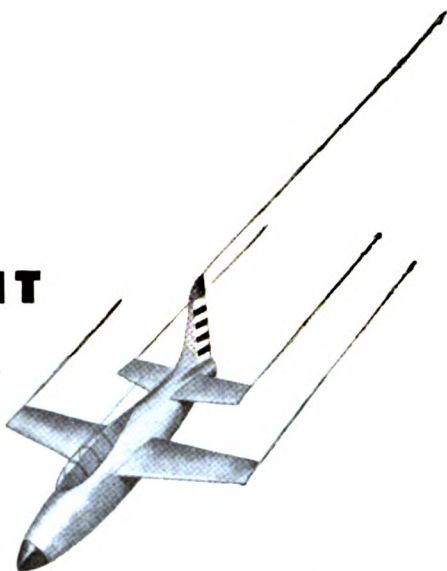
**FIRM PRICE...
GUARANTEED DELIVERY!**

Free SQUARE FOOTAGE
CHART AND PRICE
LIST FOR THE ASKING!

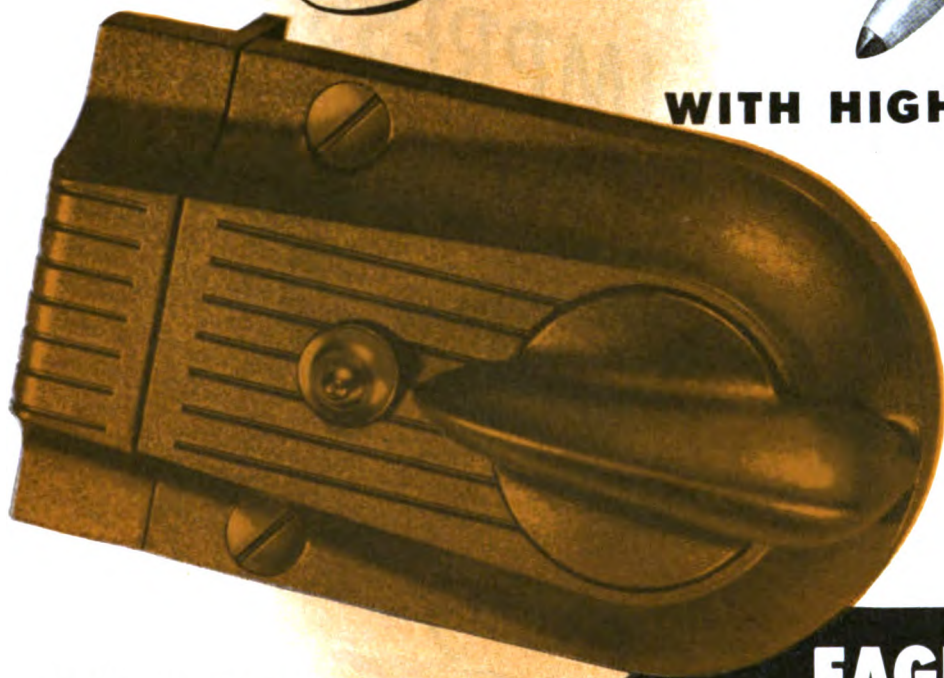
Ace Window Screen Co.
of Chicago
1634 S. PULASKI ROAD
CHICAGO 23, ILLINOIS

FOR THOSE WHO WANT

Sleekness



WITH HIGHEST SECURITY



SLEEK is the word for this Eagle Night Latch creation, newest in Eagle's constantly growing family of money-makers. Smooth lines and appealing finish have been blended with traditional Eagle security to meet the demand of customers who are looking for a night latch that will be at home in the most modern setting. And Eagle No. 3547 fills the bill . . . at a price that is bound to keep sales clicking steadily. Better order from your jobber today.

EAGLE *Now Offers*
This Modernly-Designed
Night Latch No. 3547

America's First Lockmakers—Since 1833

EAGLE INDUSTRIES, INC. Subsidiary of Bowser, Inc.

National Sales Representative of The Eagle Lock Company

110 North Franklin St., Chicago 6, Illinois



EAGLE No. 3547, Pin Tumbler, Rim Night Latch. For doors 1½" to 3" thick. Backset 2¾". Die-cast aluminum case and strike in bronze lacquer finish. Cast brass latch bolt. Cast brass cylinder. Latch is reversible. One latch to box, complete with bronze plated screws.



EXTRA!
REVERE WARE IS USING
320,000,000 IMPRESSIONS
IN ITS 1948 "MORE PROFIT"
CAMPAIGN





Such Beautiful Timesavers!

What a beautiful picture Revere saucepans and skillets make on your range. Their silvery gleam above the richness of the copper bottoms and the sleek loveliness of these kitchen jewels bring joy to any homemaker's heart. But it's

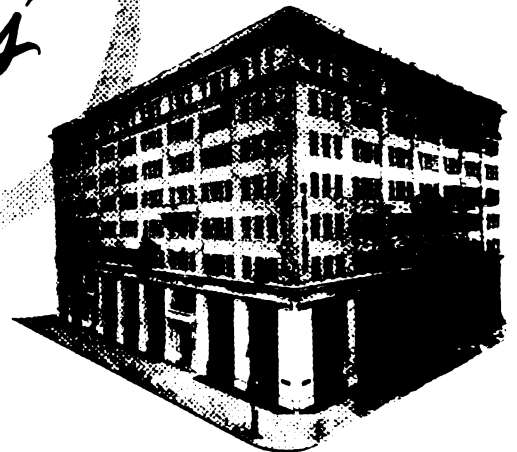
when you use them that you discover the satisfaction they give. Cooking the Revere "waterless" way is so much easier and, above all, so much quicker. It saves time, it saves worry, it saves fuel, it saves food. Your dishes have more

delicate flavor, richer zest. After you've finished, cleaning Revere Ware is easy—just follow the directions. And after years and years of use, these utensils are just as beautiful as the day you bought them. In fact, Revere Ware is practically indestructible. That's what makes it such an economical purchase—a lifetime investment in beauty and flavor. Like all good things, Revere Copper-Clad Stainless Steel Ware is imitated. Make sure you get Revere—look for the trade mark shown above on the thick copper bottom. Revere Copper and Brass Incorporated, Rome Manufacturing Company Division, Rome, New York.

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, N. Y.

*"We Like the Way
You're Helping
Us to Sell More
Top Quality
Fasteners"*



E. W. COOK, Vice-President in charge of Purchases
Masback, Incorporated, New York

"Your 'T.F.E.' idea is a constructive measure toward stabilizing our fastener business on the higher levels of quality and profits.

"Hitherto, few people have stopped to realize that the initial price of a fastener is but a small part of the cost of using it. When they do realize this—and realize, too, that there is a 'top quality' in bolts,

nuts, and screws just as there is in pianos, steak, and automobiles—then it's much easier to sell both users and dealers on a recognized **QUALITY PRODUCT**. Which means more satisfied customers—more sales—more profits."

Follow RB&W's advertising of T.F.E. in the leading magazines read by your customers.

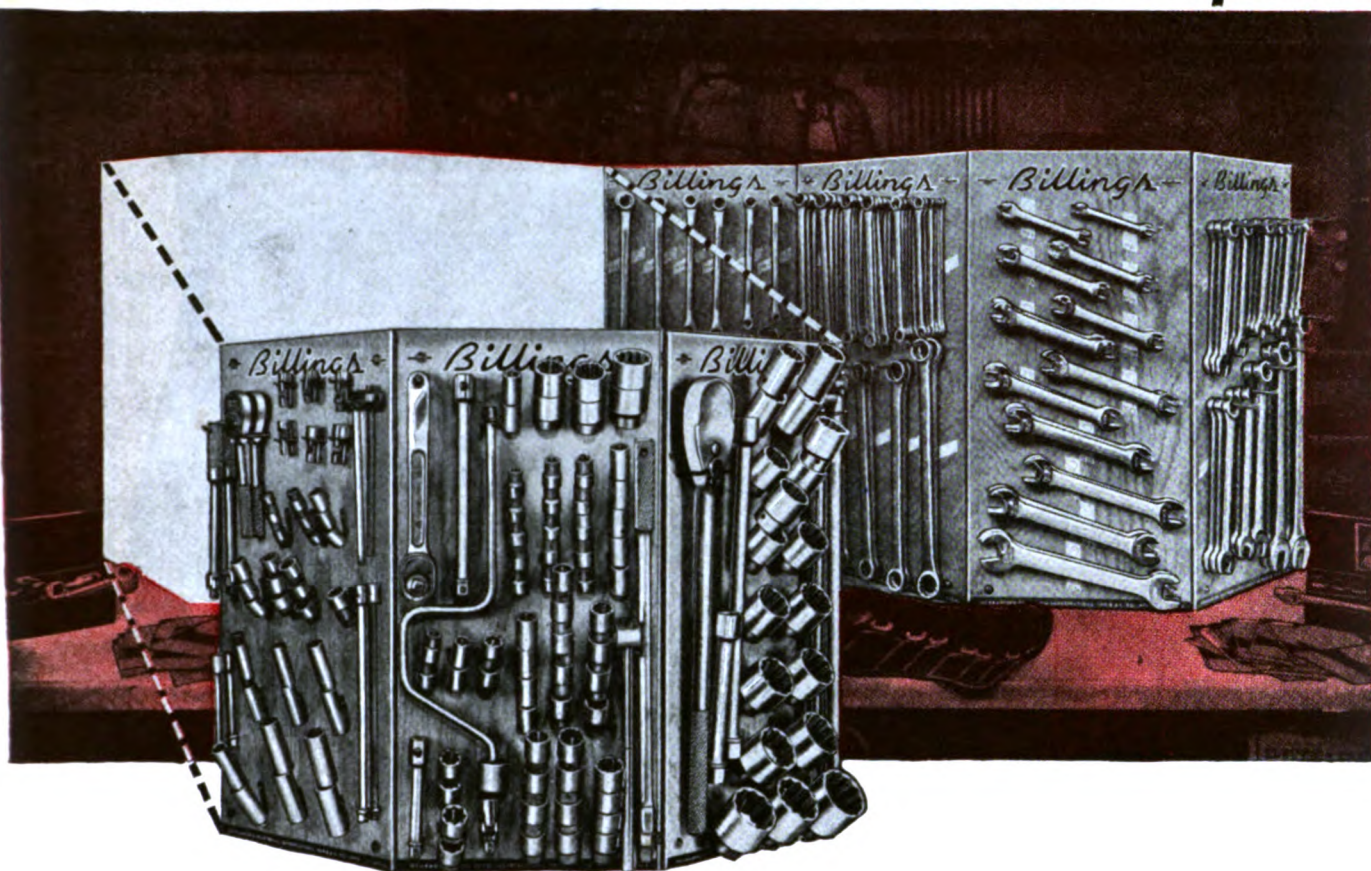
*103 Years Making Strong
the Distributors That Make America Strong*

**RUSSELL, BURDSALL & WARD
BOLT AND NUT COMPANY**

Plants at: Port Chester, N. Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Chattanooga, Oakland, Portland, Seattle. Distributors from coast to coast.



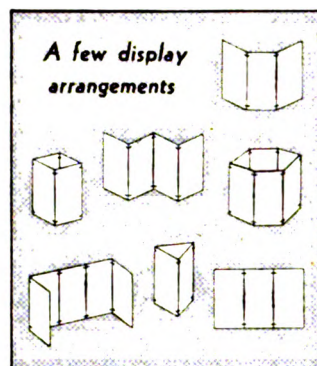
Real Hardware Stores Have Wrench Depts.!



B A L A N C E **Your Wrench Department** **with these** **S O C K E T B O A R D S**

The test of a real Hardware Store is its Wrench Department, and no wrench department is complete without a selection of sockets and parts. The three Billings Socket Boards shown above are designed to balance any department, small, medium, or large. On the left is Socket Board C-48 containing $\frac{3}{8}$ " sockets and parts, popular with mechanics and homeowners. In the center, Socket Board S-75, containing $\frac{1}{2}$ " sockets and parts, the general workhorses of socket use. On the right, Socket Board H-24, containing $\frac{3}{4}$ " sockets and parts, designed for users requiring a heavy duty socket.

The flexibility of Billings Boards is shown in the sketch on the right. Any combination of boards from one to seven may be used to take fullest advantage of the display space available in any store. These compact natural wood boards are completely adaptable to wall, post, counter, window, island, and numerous other displays. . . and they carry only best sellers. They'll really make a hit with your customers. *Order from your wholesaler. . .*



BILLINGS

WRENCHES



*Trade Mark Registered

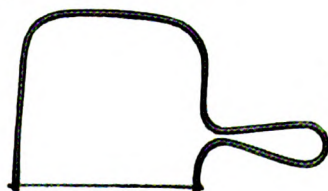
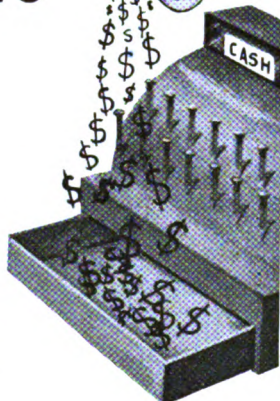
THE BILLINGS & SPENCE CO., HARTFORD 1, CONNECTICUT, U. S. A.

**80
million
plus**

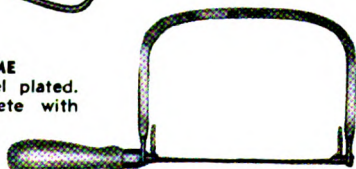
CUT YOURSELF IN On More Profits with **Parker**

COPING SAWS

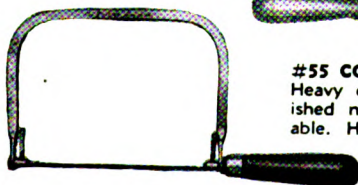
ADD to your sales volume and your profits in 1948 with these four outstanding Parker Line Coping Saws. Each is a leader in its price range. Sturdy frames with eye-catching finishes. Nos. 25, 55 and 85, with generous, comfortable famous Parker "Klik-Klik" patented ends which lock the keen, tempered blades in any position.



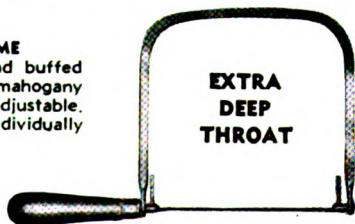
#25 COPING SAW FRAME
Excellent value — nickel plated. Fully adjustable. Complete with 6 1/2" blade.



#55 COPING SAW FRAME
Heavy duty. Master quality. Polished nickel finish. Fully adjustable. Hardwood mahogany finish handle. 6 1/2" pin end blade.



#85 COPING SAW FRAME
Heavy duty. Polished and buffed nickel finish. Hardwood mahogany finish handle. Fully adjustable. 6 1/2" pin end blade. Individually packaged.



**EXTRA
DEEP
THROAT**

Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.



testing **STRETCH**ability here

...gives you better **WORK**ability

in **PANTHER** and **DRAGON** Rubber Tapes

Testing the tape's stretchability on a Scott tester, as shown here, is only one of a series of quality control tests made during various stages of production that make **PANTHER** and **DRAGON** Rubber Tapes "tops in tapes". You can count on these tapes to be strong enough to stretch without breaking . . . make better splices that will last longer.

Made by a company in the insulation business for nearly 70 years, **PANTHER** and **DRAGON** Friction and Rubber Tapes pass ASTM and federal specifications for electrical and physical properties with a wide margin of safety. They have proved their worth in successful splicing jobs of all kinds. Sold only through recognized independent whole-

salers. Hazard Insulated Wire Works, Division of The Okonite Company, Wilkes-Barre, Pa.

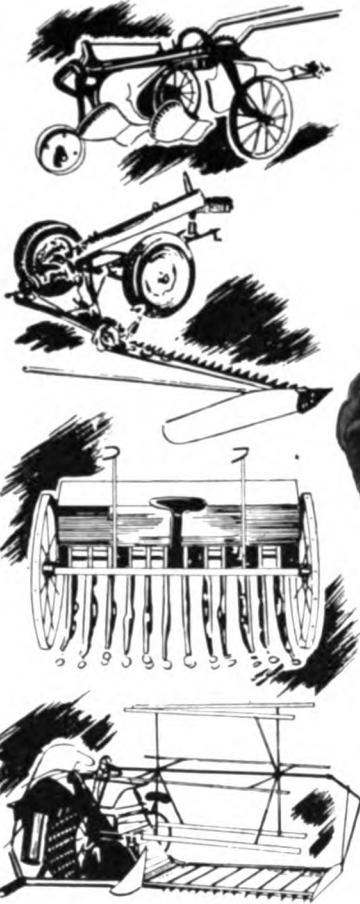


6173

Panther and **D**ragon
friction and rubber tapes



SET Screws *by* FERRY CAP



TO hold parts rigidly in place—and to provide for quick, easy adjustment—makers of farm equipment and other machinery manufacturers specify "Ferry Cap Set Screws."

These set screws are case hardened—the hard point *bites in* and *holds*. They fit perfectly and respond readily to adjustment needs.

"Ferry Cap Set Screws" are expertly made by the first company to produce Cup Point Set Screws by the cold upset process of manufacture. They embody the skill and experience gained in 38 years of precision manufacturing.

Square head and headless—cup and oval point—case hardened—sizes $\frac{1}{4}$ " diameter and larger. Carried in stock for immediate shipment.



The FERRY CAP & SET SCREW Co.

2155 SCRANTON ROAD, DEPT. A-14

CLEVELAND 13, OHIO

EXPORT MANAGER: ERNEST W. LENZ, 280 BROADWAY, NEW YORK 7, N. Y.

CAP AND SET SCREWS • CONNECTING ROD BOLTS • MAIN BEARING BOLTS • SPRING BOLTS AND SHACKLE BOLTS • HARDENED AND GROUND BOLTS • SPECIAL ALLOY STEEL SCREWS • VALVE TAPPET ADJUSTING SCREWS • AIRCRAFT ENGINE STUDS • ALLOY STEEL AND COMMERCIAL STUDS • FERRY PATENTED ACORN NUTS

ALL



All the lightness and handling ease of the open back.



All the perfect balance of the plain back.



All the sturdy strength and solidity of the solid shank.

Combined in One GREAT SHOVEL

with BOTH
BLADE AND SOCKET
HEAT TREATED

for extra strength
and durability

WOOD'S
STUART
Closed Back
SHOVEL

CUSTOMERS WILL COME TO YOUR STORE, again and again, to get the unusual construction features, found in no other shovel, of the Stuart Closed Back Shovel. The exclusive advantages of Stuart are Easy to see . . . Easy to Sell and Stuart Shovels are Certain to Satisfy the customers.



★ **DIG**



★ **LOAD**

NEW! Dealers—send for copy of new Stuart Folder, sent to you with names of nearby Stuart jobbers.



★ **PRY**



★ **POUND**



★ **CHOP**



★ **REAM**

You won't break a STUART Closed Back Shovel

A QUALITY PRODUCT OF



Specialists in Shovels, Spades, Scoops

Handle guarded against breaks by the patented, exclusive
STEEL I-BEAM
Handle Reinforcement

THE WOOD SHOVEL AND TOOL COMPANY, PIQUA, OHIO

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HARDWARE

Published Every

Other Thursday

AGE

Vol. 161 - No. 4

February 12, 1948

"The Hardware Dealer's Magazine"

Established 1855, succeeding and embodying "Hardware" of New York, "Stoves and Hardware Reporter," St. Louis; "The Western Hardware Journal," Omaha; "Iron Age Hardware," New York City; "The Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York, and "Good Hardware," New York.



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Charter Member



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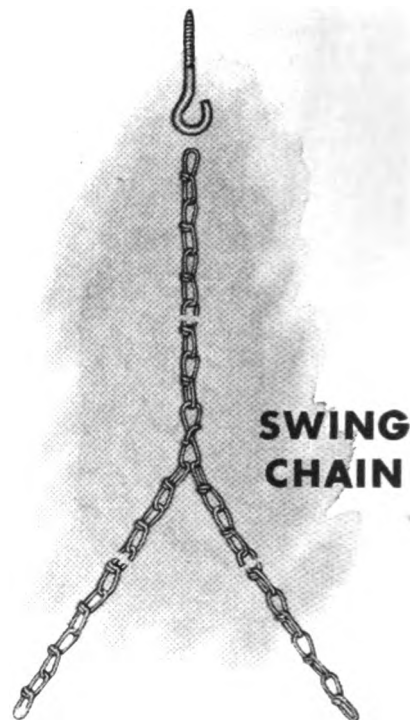
**NOW IS THE TIME TO ORDER
THOSE AMERICAN CHAIN ITEMS
YOUR CUSTOMERS WILL WANT**



**IN THE
SPRING**

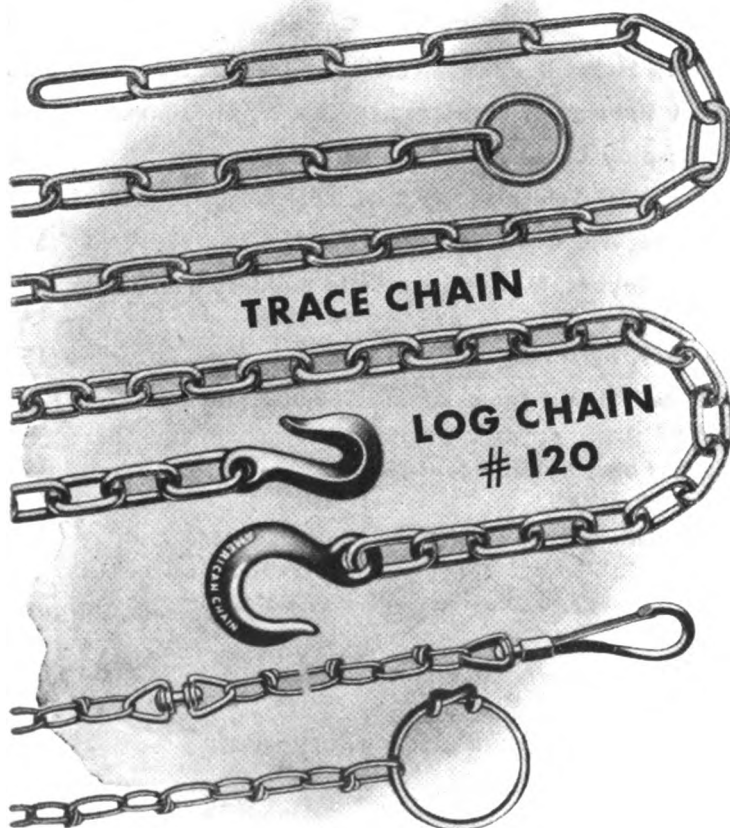
Be ready to place the more popular AMERICAN CHAINS out where your good customers can see and handle them. There's something about a piece of good chain that appeals to a man. And very often he will be reminded of a need for one or more of the chains you have in stock.

Selling chain and chain assemblies is good, sound, profitable business—especially if you . .



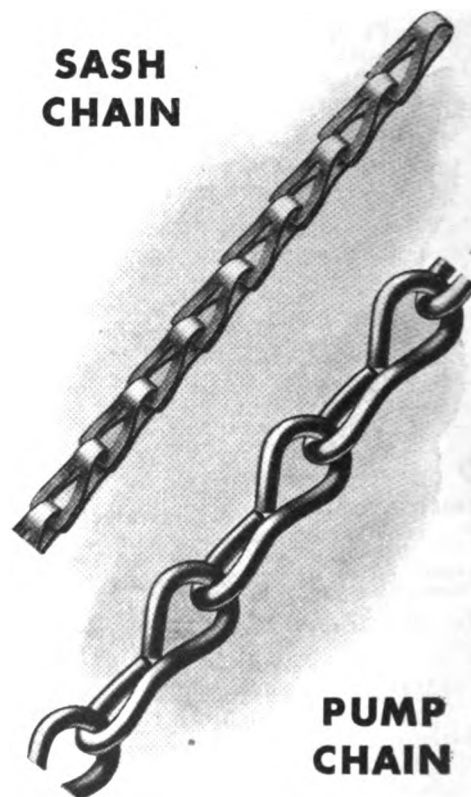
**SWING
CHAIN**

*** **SELL AMERICAN** *** **THE COMPLETE CHAIN LINE**



TRACE CHAIN

**LOG CHAIN
120**



**SASH
CHAIN**

**PUMP
CHAIN**

ACCO

ORDER FROM YOUR HARDWARE WHOLESALER

York, Pa., Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**



In Business for Your Safety

Informal Editorial Comments **JUST AMONG OURSELVES**

By Charles J. Heale

Is Congress as Confused As It Appears to Be?

Looks as Though We Need a Leader

THESE comments are admittedly a bit political but definitely non-partisan, despite my own leanings. I am asking questions. Who is going to lead us out of what appears to be great confusion in Congress? What party? What group? What personality? If any readers know please tell me.

Both major parties are floundering around with complicated and assorted tax reforms, international relief, compulsory military training, budgetary adjustment. If either has a clean cut program it has not yet been sufficiently understandable.

Both major parties are flub-dubbing about their candidates for president and vice-president.

Only the Henry Wallace outfit has announced its chief candidate and if I have read the papers correctly Henry Wallace favors Henry Wallace for president. To me this is understandable but deplorable. In fact, I say may God forbid—but that's only a personal opinion.

AND PLEASE REMEMBER—that in almost 50 years (which makes it completely non-partisan) records indicate that all national elections could have been completely reversed had eligible voters registered and voted according to their

most recent previous party or primary registration.

If you don't register and vote you have no right to complain. And if you don't take some interest in your local political situation and have an active affiliation with some political group—the one of your choice—you have little basis for complaining about state or national candidates and/or winners for public office. If you leave all such activities to strictly professional politicians and their respective financial angels (in any party) then you should stop complaining forever and hide your head like the ostrich.

★ ★ ★

Who Should Pay for Display and Advertising Materials:—

IN our January 15th issue we commented on this subject and quoted liberally from the current issue of the "B & T Spokesman" issued by The Bronson & Townsend Co., New Haven, Conn., wholesalers.

Quite a flood of responses were received but all but two wanted their comments kept "strictly confidential." Why I don't know.

Harold Close, Ayers & Gallo-way, Middletown, N. Y., writes as follows:

"In re charge for advertising

materials.

"You have covered the pros and cons quite thoroughly in your Jan. 15 issue and leave little room for discussion—beyond the fact that you will receive definite reactions one way or the other.

"Our opinion is that manufacturers should not stand over 50 per cent of 'costly' advertising material for these reasons:

"A. The final cost of the merchandise will be slightly cheaper—helping to compete with price stores.

"B. The dealer will pay far more attention as to the use, reuse and storage of the material.

"C. Quantities ordered would be cut down materially thereby permitting better quality display by virtue of the saved dollars.

"D. The store owner purchasing his portion would receive better value as he would not then be penalized by the non-

use of the 'free' material or the chap with the large waste basket.

"With all the snow we now have, more is piling up rapidly. Hope it does not continue all through the night."

Harold's near neighbor, Henry W. Hopkins, E. A. Hopkins & Son, Goshen, N. Y., says in part:

"We are happy to say that we agree with your editorial about advertising materials in your issue just received. We have felt for some time that certain manufacturers were inclined to waste thousands of dollars annually on advertising material which is never used. We have often received great quantities of various types of material

which we could never use to full advantage and is sent to us without even asking for it. We have liked the policy of the Corning Glass Works that when they put out window displays, they would ask the dealer to advise them whether or not he would use it if furnished. We feel if more manufacturers would do this, there would be less waste.

"We have always felt that manufacturers were justified in asking dealers to assume at least a part of the cost of permanent display fixtures. We have some that are still in use after many years so we certainly have gotten our money back many times."

★ ★ ★

Co-ops on an Equitable Tax Basis Looks Possible Now:—

IT is no secret that two separate pieces of legislative effort are being prepared to: 1—put Co-ops on the same tax basis as those with whom they compete, and 2—require Co-ops to register with S.E.C. the same as those with whom they compete and also to put them in equitable status in

connection with anti-trust and fair trade practice laws.

This looks like good progress. NTEA reports that Representative Noah Mason, high ranking Republican member of the Ways and Means Committee is really putting some "oomph" into this activity.

It would be helpful if many readers wrote Mr. Mason expressing appreciation and support—and especially helpful if they sent carbon copies of their messages to their own two Senators and Representative.

HOW ABOUT IT?

★ ★ ★

Stubborn Folk!

We Persist in Looking Up and Out—not Down and Out

BUSINESS is not going to pot—nor the country—nor the universe. Said in spite of a few slide-rule economists and chin-down wearers of dark glasses.

If there is anything wrong with our United States, it is a lack of confidence in it—and that won't kill it—but does put it in the position of a flock of house flies that

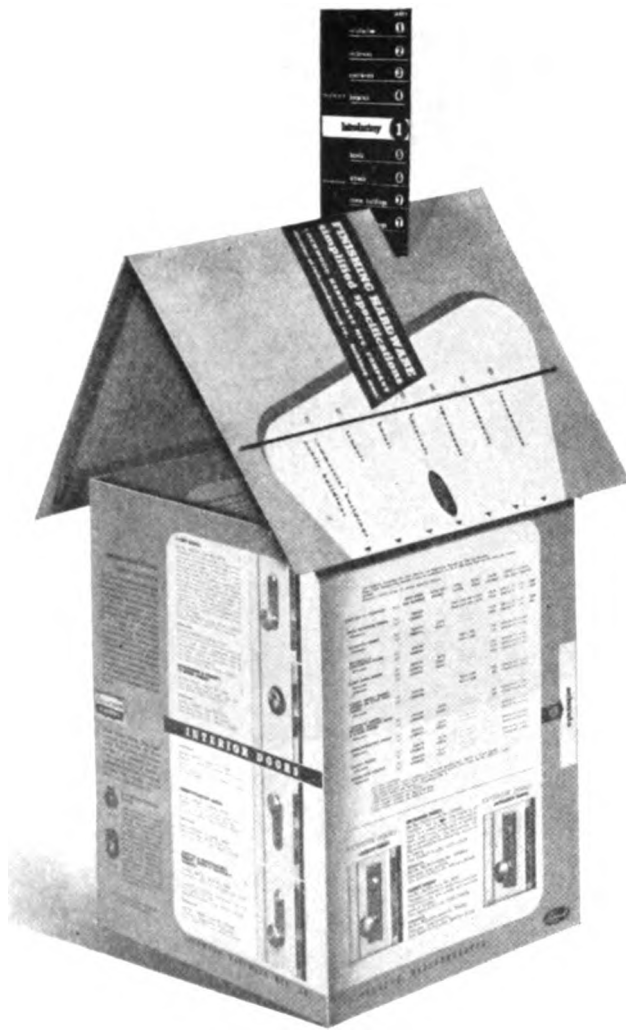
have swarmed a trifle too close to the fly paper and are impeded in their flight. The ones drained of energy by fear flop over and are through.

We challenge anyone to show cause for deep business or social concern. We've reminded our readers several times—unnecessarily of course—that there is a battle on the Potomac. But isn't

that always the case with an election on the brink?

Look up and out. No reason for blank gazing and expecting a topple.

—D. A. GARBER
*Vice-President and Editor,
Department Store Economist
A Chilton Publication
Affiliated with
HARDWARE AGE*



the house that knack built

Working closely with architects for many years developed Lockwood's *knack* for simplifying everything an architect wants to know about Finishing Hardware—and then putting it under one roof!

That's why Lockwood's "Simplified Specifications for Finishing Hardware" can be an Architect's stand-by for writing up private dwellings, schools, hospitals, apartment houses and commercial buildings. And with good reasons. For example, *one* Unit Number selected from *one* listing specifies the lockset, hinges, doorstop, kick

plate and even the door closer for a particular door. The whole story is there at a glance; yet Architects still have a free selection of design and finish.

It boils down to this: Lockwood makes it so easy for Architects to write specifications, more and more of them are making Lockwood Finishing Hardware their first choice—and that naturally means more and more business for you!

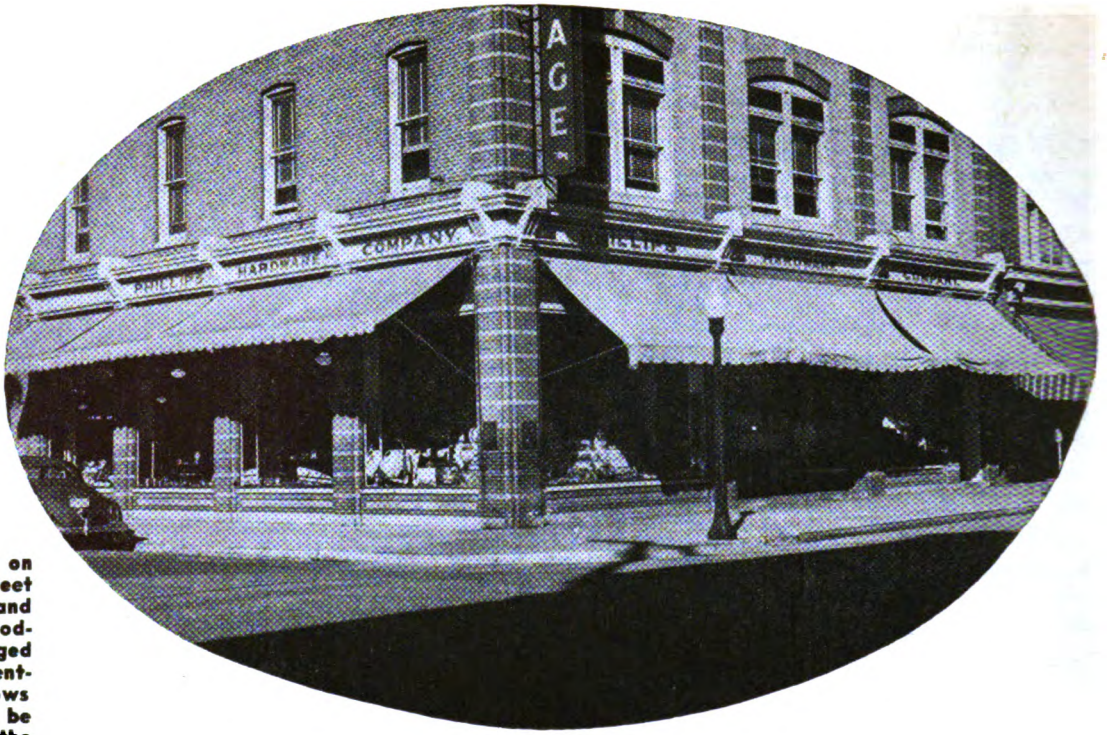
Reprints of "Simplified Specifications for Finishing Hardware" are available without charge. Write for *your* copy.

Lockwood

HARDWARE MANUFACTURING CO.

Division of Independent Lock Company • FITCHBURG, MASSACHUSETTS

FEBRUARY 12, 1948



The store is on the main street of Cambridge and soon will be modernized, enlarged and departmentalized. Windows on side will be extended to the rear of the store.

Phillips' "Magic Door" an

"Electric-eye" door, air-conditioning and an advertising and promotional program, which amounts to 5 per cent of its annual sales volume, pyramid profits for Maryland store



LIFE is leisurely on the Eastern Shore of Maryland and businesses do not find it necessary to compete for trade as vigorously as others must do in more thickly populated sections. It would seem to the casual tourist visiting the Eastern Shore that a merchant would merely have to provide an ample stock and give pleasant service in order to have a prospering business.

The Phillips Hardware Co., at

Cambridge, Md. (pop. 11,000), one of the largest communities on the Del-Mar-Va peninsula, has always maintained a more-than-adequate stock, and dotes on giving pleasant service. These things alone would probably have insured moderate success for the business.

Nevertheless, this firm, which will mark its 45th anniversary this April, has not relied solely on an ample stock and good service but has also followed an aggressive promotional program which has

made the name of the firm a by-word along the Eastern Shore.

To some of the permanent residents and vacationists the hardware firm is better known as "the store with the magic door."

The "Magic Door"

When a "magic eye" automatic door was installed more than seven years ago such doors were still new and phenomenal even to city dwellers, and even today there isn't believed to be another "magic eye" door on all of the Del-Mar-Va peninsula. This is just one of the things that makes this establishment a bit out of the ordinary.

Another firm making such an installation would probably have allowed its "magic eye" door to sell

itself to the customers. Not so with the Phillips Hardware Co. When it was ready to put its new automatic door in operation the company put a uniformed door-man in attendance to heighten interest in it. Furthermore, the new door was widely advertised.

The cost of the door itself at that time was \$3100, which amount, even at today's inflated prices, would be regarded as too much for most hardware stores, even in a big city.

Innovation Publicized

The Cambridge firm did not think it was an extravagance to spend that amount on the door and a large amount in publicizing it.

Walter Grayson Hynson, who has been general manager of the business for nearly 10 years, is re-

Peter McLaren, champion wood chopper, who for a number of years has given a demonstration of his skill at the annual outdoor show of the Cambridge Chamber of Commerce, under the auspices of the Phillips Hardware Co.

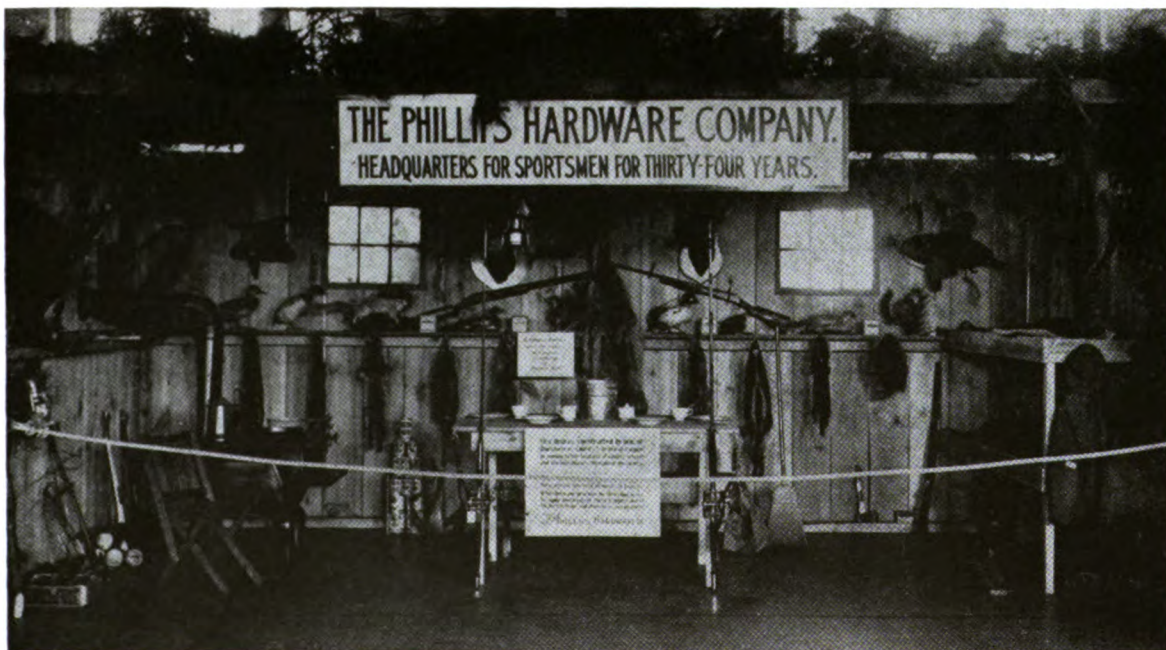


sponsible for all the promotions and advertising done by the firm. He says the cost of installing the "magic door" has long since been paid off, as good advertising and as good-will. It is a great convenience to shoppers, especially at Christmastime when people have their arms full of packages. Women no longer need worry about their babies, parked outside in their carriages. Now they wheel the carriages right into the store and do their shopping without haste or worry.

This summer for the seventh



"Open Sesame" to Sales



Special promotions have acquainted all of Maryland's Eastern Shore with the firm. This is typical of displays which have been used in various kinds of exhibitions.

year the coolest spot in Cambridge will be the Phillips Hardware store. In fact there is just one other place in town, a dress shop, which is air-conditioned. This too, like the "magic door," makes for public good-will. Many people tell the salespeople that they merely come into the store to escape the heat of the street, but generally these people stay long enough to make some sort of a purchase.

Increases Efficiency

An equally important reason for having any store air-conditioned, according to Mr. Hynson, is the increased efficiency of everyone working in it. Because the salespeople do not get hot, irritated and tired nearly as quickly as before, they are generally more pleasant and obliging to the customers.

The 11 salesmen sell all through the Phillips store, but each salesman seems to have his own following and many customers prefer to stand around and wait in order to be served by their favorite salesman.

The store probably could use more salesmen than it has, but Mr. Hynson says that it is better that each man be kept busy, as he believes activity is better for the morale of the individual sales person as well as for the store. Daily cash sales average about 400 for week days and 600 on Saturdays. About an equal amount of sales are made on open accounts.

It would be hard to find a hardware man who is more conscious of the great value of consistent advertising and special promotions than Mr. Hynson, who has worked in the Phillips store for 27 years. He is a human dynamo who supplies the force and direction for not only the store but also for the wholesale branch of the business and other interests of the Phillips firm as well. He appears to be the hardest-working man in the organization. Certainly he works longer than any other man in the store.

For years he has personally opened the store at 7 o'clock every morning. When asked why the store is opened so early, Mr. Hynson said, "Many of our best customers are contractors, carpenters, painters and electricians. They

start work early and they feel that if they can begin work that early there's no reason why the hardware store should not be open to serve their needs." For that reason, he and four of his salesmen are at the store early each day.

Mr. Hynson states that the store's advertising bill for a year amounts to about 5 per cent of the sales volume. This sounds high but it includes other items besides newspaper and radio advertising. Mr. Hynson is always planning special promotions. The store is always represented by an interesting display at all kinds of public exhibitions, such as shows and fairs, anywhere on the Del-Mar-Va peninsula. These are charged up to advertising.

Being in a small community, the firm is constantly being asked for contributions for all sorts of civic,

religious and school projects. Solicitors for all worthwhile causes get contributions and get them with graciousness from the Phillips firm. These contributions are charged to the advertising account.

Occasionally the store offers some exceptional values as "loss leaders." The difference between the actual cost and the selling price is also charged off to advertising.

Annual Anniversary Sale

This April, when the firm marks its 45th anniversary, it will run its annual anniversary sale, which is one of the biggest promotions of the year, next in importance to Christmas.

Following the usual practice, Mr. Hynson will select 45 popular items of merchandise, one for each

(Continued on page 168)

Seed Rack Attracts People at Wrapping Counter

A SIX-SHELF seed display at the Elithorp Hardware Co., Elkhorn, Wis., enables the firm to sell much more bulk garden seeds than would otherwise be the case.

This display consists of three shelves of bottles filled with garden seeds, with identifying labels pasted outside. In addition, there are three rows of special metal containers which are filled with peas, beans, corn and other seeds, that tempt the

gardener to purchase enough to make an excellent garden become a reality.

Customers, according to Don Pett, manager, like to dig into these bulk seeds in bins, rub them between their fingers, and then order sizable quantities of them. The display is against a rear wall near the wrapping counter, and in full sight of gardeners and farmers who come to buy garden tools, fertilizers and similar items.

This six-shelf seed display fixture was used to good advantage throughout the season. It succeeded in stopping many a passer-by and turned plenty of them into seed customers.



J OHNSON'S
-HARDWARE NEWS-
 26th and Main Phone 784 21st and Main Phone 601
 Published Every Tuesday and Thursday
 Vol. 1 Tuesday, November 25, 1947 No. 90

DO YOU NOTICE THE DATE? That's because the News comes to you exactly one month before Christmas. Just as though we had plenty of time, but just think—less than a month for the greatest Holiday of the year. If you haven't been in to visit us at either our store or in the new merchandise which arrives every day, now's your chance to mark it before you folks start to buy the member merchandise days left.

at \$2.95 and \$3.96, Warlike Items are \$4.85. Those new Toys and Games are \$2.95. They're being sold in soon as they arrive. Come in and see these and many other items, on sale at both of our stores.

ABOUT OUR RADIO PROGRAMS:

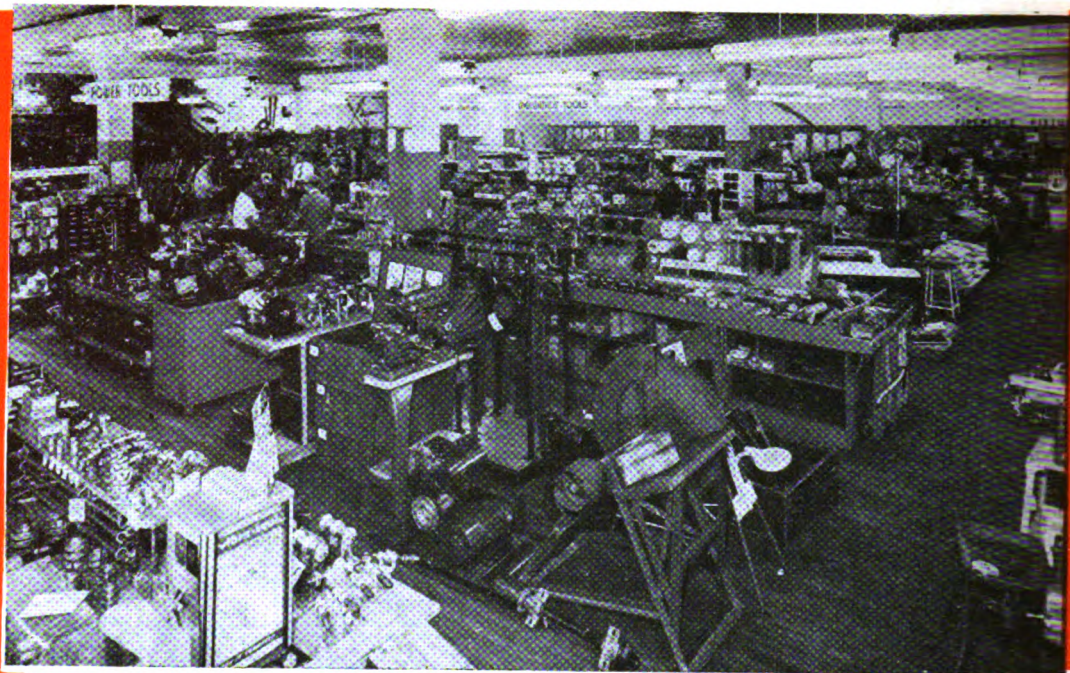
Yesterday morning (Monday) we began our first "Christmas Chime" broadcast from the "Chime" program through Friday at 8:05. This program through December 24, will be heard over KERO, Los Angeles and the NBC outlet for Seattle, to hear

Copy is written in an informal vein, and efforts are made to keep the items short.

Although the purpose of these ads is to sell goods, Johnson's goes out of its way to support community projects in them. Many of the twice-a-week ads feature illustrations of merchandise.

Because the firm caters to farm and rural customers, pains are taken to make the ad read like a

(Continued on page 153)



The first floor of the main store after it was expanded to three times its former size.

Big Baltimore Store



SINCE it requires a good 10-minute walk from the nearest shopping center to reach the Pratt St. store of the Baltimore Salvage Co., Baltimore, Md., a great deal of advertising is required to pull an average of 1,000 customers into this store, which, since its three-fold expansion last year, has been advertised as "America's largest departmentalized hardware store."

Inasmuch that advertising is considered such an essential phase of the operation of this business it

The Liberty Heights store, another of the four operated by the firm.



Another view of the same floor giving some idea of the size of the establishment.

Is Off the Beaten Path

is personally handled by Henry L. Blum, executive vice-president. He writes newspaper ad copy and radio scripts. The appropriation for advertising is $3\frac{1}{2}$ per cent of the firm's retail sales volume.

Near the Waterfront

This large store is situated at Pratt & Sharp Sts., in Baltimore's busy Chesapeake Bay waterfront section and near the city's wholesale produce markets. Consequently, it gets considerable of its patronage from the farmers and truckers who bring foodstuffs to market.

Hundreds of large trucks rumble past the store every day and the neighborhood has little sidewalk

The establishment claimed to be "America's largest departmentalized hardware store" depends largely on a heavy advertising program. Situated in wholesale markets area where the truck traffic is heavy

traffic and few retail stores to attract the feminine trade. However, the fact that it has an annual toy business of \$80,000 would indicate that its advertising is effective in drawing family trade. Another line which is strongly stressed in the company's advertising messages is fireplace equipment, and sales in this category run to \$40,000 annually.

Advertising is largely responsible for the phenomenal growth of the business which was started after the last war for the sale of sur-

plus government property. When the founding partners, Edward L. Blum, president, and the late Morton Franklin, who died last year, realized the possibilities in the sale of such merchandise they opened their first store, for the sale of surplus Government goods. The firm now carries hundreds of surplus Army and Navy items but after World War II its purchase of surplus goods were limited primarily to those which could be sold through its retail stores.

The firm does a large jobbing



Here is an interior view of the Liberty Heights store.

business and has three other retail stores besides the large one on Pratt St. The newest of these, shown on page 124, is located in the Liberty Heights section of Baltimore. The firm advertises that it now has 100,000 sq. ft. of floor space devoted exclusively to hardware and allied lines. H. E. Butz,

treasurer of the firm, is general manager.

Features Marine Supplies

The firm deals heavily in tools, plumbing and marine supplies. Mr. Blum is a boat lover and prides himself on his fine craft. Being

acquainted socially with other boat owners and knowing the problems of boat owners is responsible in large measure for the growth of his company's marine department.

The greatest share of the advertising appropriation is used for newspaper advertising, but radio time is used regularly. Mr. Blum, who handles the advertising, takes great pride in the newspaper ads and scripts which he personally prepares.

Unusual Advertising

One of his most recent and successful efforts is a series of ads, titled "Long Shot Tips of the Week," which simulate horse racing tip sheets. One of these ads, 2 col., 7 in., is worth reading for the clever way in which the copy has been written.

The ad lists what would appear to be "tips" on eight races. In reality these are "tips" on eight items of merchandise. The "tips" in each instance are given by the "handicappers" who are salesmen



The Baltimore Salvage Co. participates in many annual exhibitions. This exhibit and demonstration was used at the Annual Home Show.

the various departments of the
Baltimore Salvage Co. stores.
typical "tip" reads:

"#6, by Bill Artka, House-
wares: TURKEY ROASTER—by
Royal Chef—Aluminum. A big

fellow. Can carry heavy weight.
Running with stablemate,
ROASTER RACK, should win the

BALTIMORE SALVAGE CO'S PRATT ST. STORE

Now America's Largest

DEPARTMENTALIZED HARDWARE STORE

PLENTY OF FREE PARKING FOR OUR CUSTOMERS
2 PARKING LOTS—PRATT & SHARP—PRATT & HOWARD



33,180 sq. ft. devoted exclusively to Hardware and Allied Lines.
This expansion is the culmination of 25 years of steady growth built on a policy of honest quality, lowest prices and a sincere desire for customer satisfaction. A satisfied customer is our greatest asset and your loyal patronage has made this expansion possible, for which we are very grateful.
COME IN... BROWSE AROUND... See the thousands of interesting items on display in this new, bright, cheerful store! 20 large, complete departments under one roof!... BIGGER AND BETTER THAN EVER!



A sectional view of our greatly enlarged First Floor where you'll see displayed thousands of interesting bargains for everyone.

BALTIMORE SALVAGE CO.

201-203-205-207-209 W. PRATT ST. Corner Sharp

3 THIRTEENTH ST. OFFICE... 3800 LIBERTY HEIGHTS AVE. Cor. Ayrdale... 3314 GREENWICH AVE... 3800 EASTERN AVE.

Maryland's Most Progressive Hardware Organization

This full page newspaper ad was used to announce the opening of the greatly enlarged store.

Thanksgiving Steeplechase with ease. Showed swell performance in Oven Heatstakes. Is ready to put the heat on for \$6.49."

Baltimoreans are racing fans and watch their newspapers closely for the activities at the Laurel, Bowie, Havre de Grace, Pimlico and Delaware Park tracks for which reason Mr. Blum specifies that his "Tips of the Week" ads

must run on the sports page of the Sunday paper near the racing news.

"The March of Progress" is now a popular and well-established radio program with Maryland listeners. The 15-minute program, sponsored by the firm, consists entirely of lively martial airs, and is broadcast every Sunday at 6:45 p.m. Three short commercials are used.

Mr. Blum finds classified newspaper ads very effective and uses about six or eight daily for the promotion of seasonal merchandise.

One of the greatest business-builders ever used by this firm was a 50-page catalog, the print order for which ran to as many as 120,000 copies. These were also prepared under the direct supervision of Mr. Blum. These yearly catalogs will again be published when prices become more stable.

The "Roll of Honor"

A radio program which really won favor with Maryland residents during the war years was the Baltimore firm's "Roll of Honor" broadcast. Each week on the day of the broadcast a display ad was run on the back page of a Baltimore paper with this copy:

ANOTHER
MARYLAND HERO
to be awarded
PLAQUE OF HONOR
Tonight 7:30 p.m.
Station WBAL


On each of these programs a local cast would dramatize a thrilling action involving some Maryland serviceman or woman. The action was reconstructed from the Army, Navy or Marine citations. Following the playlet a handsome bronze plaque was presented to the hero of the week or to some member of his family.

The program cost the firm approximately \$9,000 a year for over three years but, because of the high interest in the war effort, Mr. Blum feels it reflected much valuable credit on his stores.

Because of the heavy traffic past the Pratt St. store at all hours of the day, the firm found it advantageous to open up two lots on both sides of it, for free parking.

The expansion program of the main store, which was started in 1945, was completed in August, 1946. The store now has a frontage of 125 ft. on Pratt St. and 33,180 sq. ft. of floor space. Only the first floor is used for sales. The basement and upper floors of the building, together with another large fire-proof building, are used as warehouse space.

EVERY ONE A WINNER!



Long Shot

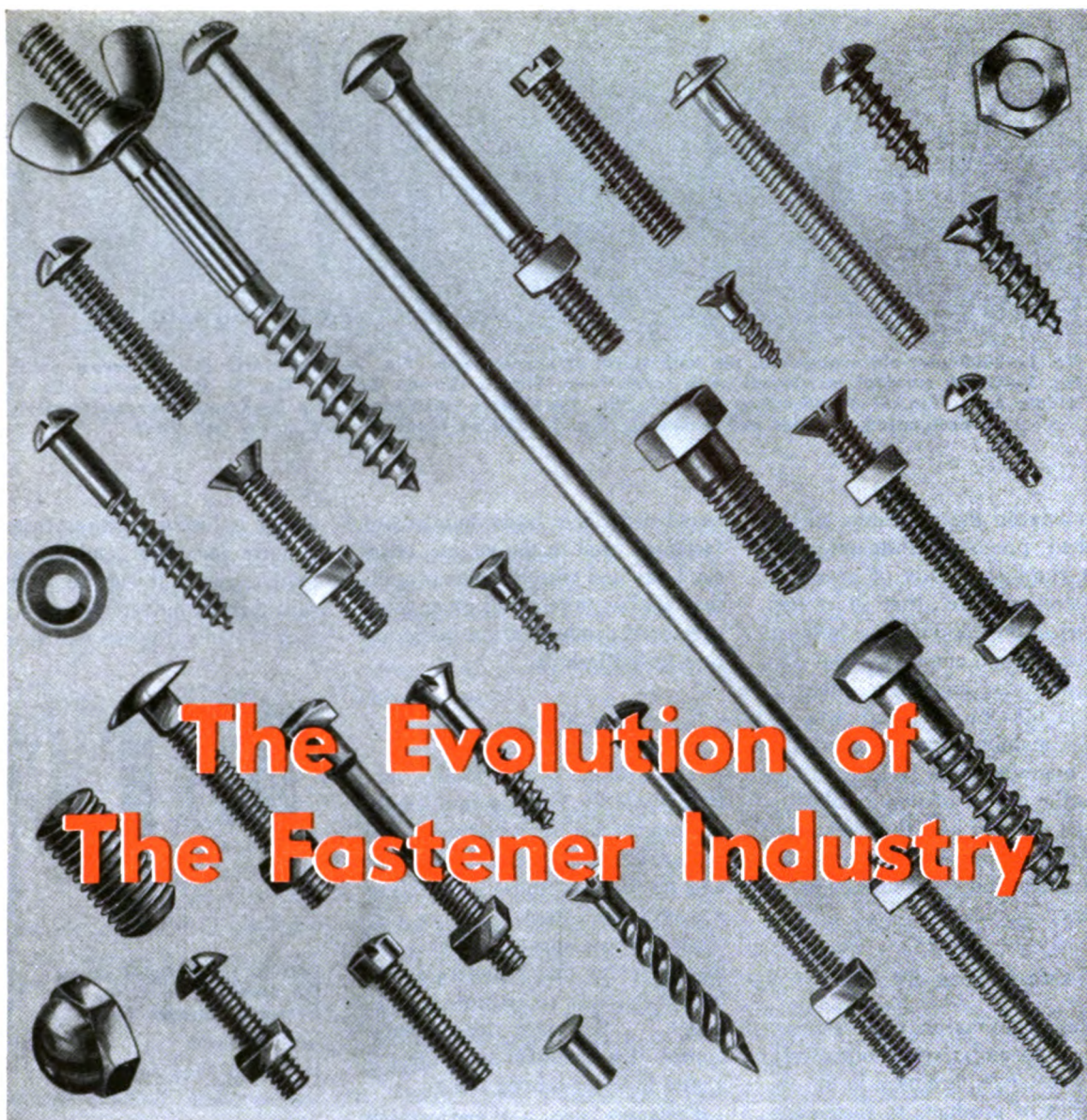
TIPS OF THE WEEK

Weather Clear--Track Fast

1	BEST BET By SCOTT HANCOCK Housewares	STAIR TREADS —By Heavy Rubber—Curved Nose. Sure-footed. Good on fast or muddy track. Stopped SLIPPERY STEP last time out. Will hold on gamely and outlast CONSTANT WEAR. Step on it for only 25c.
2	By RUFUS HUGHES Housewares	WOOL BLANKETS —By New Surplus—Woolly Warm. Consistent winner over COLD CHILLS. Was pulled up last time out due to weather conditions. I pick this one to make a fine showing against toughest competition this winter. Cover yourself with this winner at \$4.95.
3	By STEVE PARANUCHST Tools	ELECTRIC DRILL —By Eagle—High Speed. When this sturdy stallion gets the bit in his mouth and a little urging from the switch, he'll really plow through tough opposition. Coupled with his stablemate, TWELVE-BITS, he'll bore through with speed and ease to be in the clear at the finish. Chuck in your dough on him for \$16.95.
4	By GEO. STEWART Fireplace Fixtures	ROOM HEATER —By Radiant—Gas-burning. The boys are going to put the heat on this one and bring him home. Count on him to burn up the track in the Maryland Home Owners' Heatstakes. Running as an entry with PORCELAIN ELEMENTS and ORNAMENTAL BEAUTY. You can't go wrong at \$14.95.
5	By MACK MORNINGSTAR Auto Supplies	DEFROSTER FAN —By Auto—Rubber Blades. You can count on this filly to clear the way in the stretch on a sloppy track. Watch for rough going. She eats it up. Defeated SLEETTY WINDSHIELD last time out. Be ready . . . place your bet on this one for \$6.95.
6	By BILL AETKA Housewares	TURKEY ROASTER —By Royal Chef—Aluminum. A big fellow. Can carry heavy weight. Running with stablemate, ROASTER RACK, should win the Thanksgiving Steeplechase with ease. Showed swell performance in Oven Heatstakes. Is ready to put the heat on for \$6.49.
7	By KELCEY YOWELL Hardware	DOOR CHIMES —By Nu-Tone—Two-Tone. A consistent winner over DOORBELL. Ready to go at the sound of the gong. Will show true form when pressed by the Home Lane. Won the Ding Dong Purse and is ready for the call. Should be brought home for \$5.95.
8	By BUD GRIFFIN Tools	SOLDERING IRON —By Hundred-Watt—Electric. Owned by Lenk. Will take the lead at the break and close fast. Toughest competitor, BROKEN PARTS, will be unable to withstand the test. Has won many a tough contest. This is a hot tip. Should be first over the wire. Get a plug in on this one for \$1.65.

Post Times: Start 8 A. M. Daily at the BALTIMORE SALVAGE CO.
(c) 1947 by
Blum & Maynadier **201-209 W. Pratt St., & Neighborhood Stores**

A series of ads which all look just like this one, which at first glance seems to be a horse race tip sheet, catches the eyes of racing fans. These ads run on the sports pages of Sunday papers.



How items lacking in "sex appeal" were developed into products so vital in use that today they comprise a \$300 million industry. The story of fasteners begins almost with the birth of civilization

By **DAVID D. DAVIS**

*Vice-President and
Sales Manager,
Continental Screw Co.,
New Bedford, Mass.*

THE people who make the material from which screws, bolts, nuts and rivets are manufactured, and the people who manufacture those products, can take justifiable pride and satisfaction in the knowledge that their work is a vitally important part in the production of practically all durable consumer and capital goods—the automobile, radio, washing ma-

chine, refrigerator, toaster, ironer, furniture, range, vacuum cleaner, baby carriage, sewing machine, and every other miracle of mass

□ □ □

**In Four Parts
Part I**

production that has brought enjoyment and immeasurable benefits to the American home.

Thus, from the time the average American family gets up in the morning, until it goes to bed, it is constantly using articles that depend upon screws, bolts, nuts and rivets (called "fasteners" by the trade) to hold them together.

It is a comparatively short step from the wire, rods and strip that

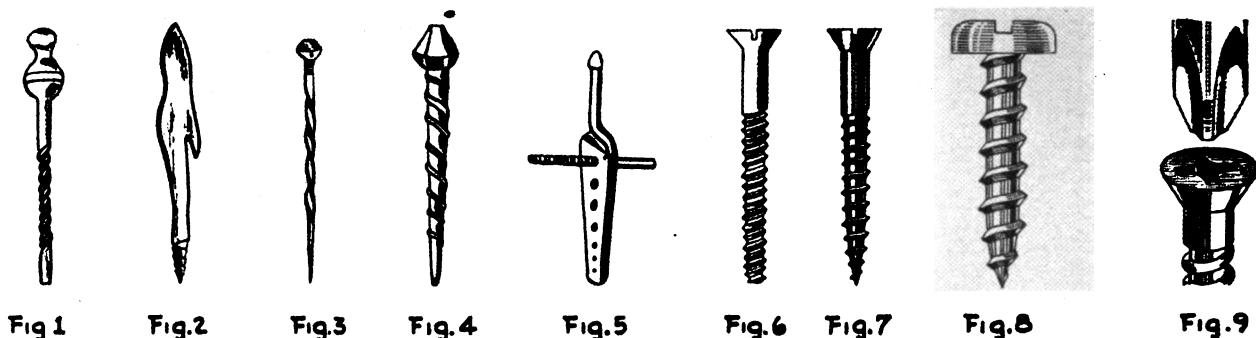


Fig. 1—3000-year-old ornamental pin with spiral or screw form. Fig. 2—Prehistoric Eskimo arrow point. Fig. 3—Greek surgical instrument with screw-form. Fig. 4—Roman Screw. Fig. 5—Hand screw die of Middle Ages. Fig. 6—Wood screw of 1777. Fig. 7—Modern wood screw. Fig. 8—Tapping screw (formerly designated as sheet metal screw). Fig. 9—Phillips recessed head screw and driver.

are made on the machines, to the finished precision fasteners that meet rigid standards of accuracy and strength. Yet, that short step comprises the \$300 million fastener industry which employs about 42,000 workers, and uses about 2 million tons of steel per year, or approximately 2 per cent of the steel manufactured. Which brings us to the object of this article—to tell the story of how the steel wire, rods and strip are transformed into the most indispensable items in industry.

Seldom Seen By Users

The large majority of screws, bolts, nuts and rivets, collectively called fasteners, are used in the assemblies of products to fasten the many parts that are seldom seen by the user. Millions are also used in the exterior parts and trim. For example, examine the inside of your automobile. The door hinges are fastened with large, rugged screws, while the inside trim, panels, window casings and accessories are held in place with small plated screws. These are few com-

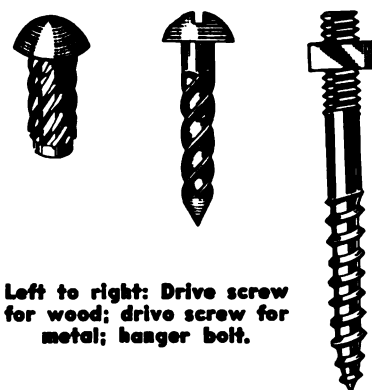
pared with the large number of fasteners used in the engine, chassis, body and wheels. This proportion applies to most all other manufactured products from refrigerators to battleships.

Are Not Glamorous

The average person knows very little about the fastener industry or its importance in industry. It has been said about screws, bolts, nuts, and rivets that "those little things are very important, but they certainly lack sex appeal." That is one way of saying that fasteners do not lend themselves to glamorous publicity . . . they lack the romantic appeal of a beautiful ship, the dynamic force of a huge tractor.

Fasteners are not performing mechanisms, but are a vital part of every one of them. Without screws, bolts, nuts or rivets no mechanism could operate. And this applies to the tiny fasteners needed to assemble marvelous scientific instruments, through the whole range of mechanical equipment to the huge tie rods that help to take the strain of presses that form ship plates.

Every industry requires fasteners, if only for plant and equipment maintenance. It can be truthfully said that all industries owe a large part of their progress and economy



Left to right: Drive screw for wood; drive screw for metal; hanger bolt.

to the fastener industry because of its constant development of products of higher quality and greater accuracy at lower prices. Without this steady development, progress in other industries could not have kept up its pace to mass produce and sell its products at a price within the income of the average wage earner.

Although fasteners are almost as old as civilization, little is known about their early development. But we do know that even in the earliest ages, man was trying to fasten things together. No doubt, the first fastener was a screw, but its origin is a mystery. There is no evidence from the relics and paintings found in Egyptian tombs that the screw was known, but what may have

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Fig.10



Fig.11



Fig.12

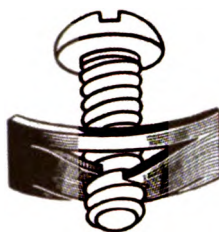


Fig.13



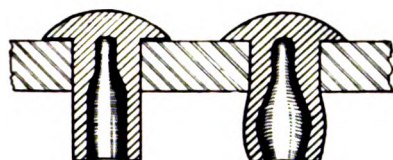
Fig.14



Fig.15

Fig. 10—Pre-assembled lock washer screw. Fig. 11—"Lock-Tite" screw. Fig. 12—"Tap" screw. Fig. 13—Speed nut. Fig. 14—Hollow head set screw. Fig. 15—Thumb screw.

been the predecessor of the screw was known as early as the Bronze Age, 3000 years ago. These were copper and bronze pins found in



Explosive rivet.

the ruins of prehistoric Swiss lake dwellings. They have a screw form, part of the distance below the head, which kept the pin in place and made it more ornamental. This screw-form has also been found on prehistoric Eskimo bone arrow points to fasten them to the shafts more securely.

In ancient Rome ruins, a screw for wood was discovered but although the principle of the spiral or endless screw was applied for raising water in the ancient Mediterranean world, the use of screws for wood and metal was negligible. This was because of the great difficulty in making them.

The early lathe was a bow and string. The work was revolved by the string, and the file or cutter held against it with one hand. Forming a spiral thread by this method was a difficult task. About 362 A.D. the lathe was apparently improved, and screws for surgical devices were made. The nuts for bolts were threaded with a tap or a single tooth was formed to catch

in the bolt thread. References made by writers indicate that machine screws were known and used as far back as the first century. A few ornaments of the 4th and 5th centuries show an early form of machine screw.

In the Middle Ages

In the Middle Ages both lathes and dies were used in making screws. A manuscript of about 1475 shows a hand lathe that employed a supported screw with handle at one end that, when turned, forced a rod supported at the other end through a die, or a tool was held against the rod to cut a spiral thread.

About 1569, Besson improved the lathe for turning screws by means of a treadle and weights. This permitted the operator to use both hands. A large screw governed the advance of the cutting tool against the work. This lathe was used primarily for turning large screws from wood. The prin-

ciple was later applied for turning screws from metal.

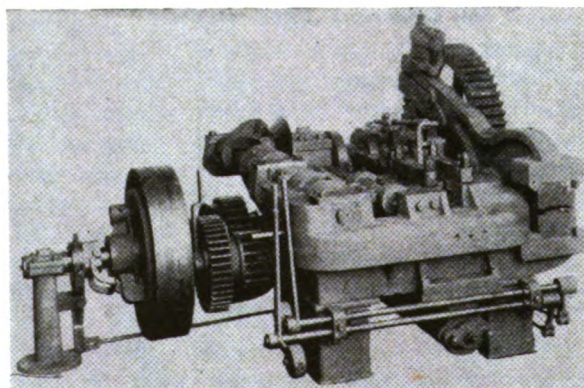
For many years, ordinary screws for use in wood, continued to be made by hand. Forged on an anvil with hammer and tongs the rods were cut off at the right lengths by a chisel. The head was then forged on the shank, and the slot cut in by a hand saw. The thread was formed with a file. The result, of course, was very crude. In England, in 1760, the Wyatt Brothers attempted an improvement on this process, similar in principle to the one used by Besson in 1569. The screw blank was clamped in a lathe, and was moved forward by a screw at one end of the spindle as the blank revolved. This motion forced the blank between tools that cut the threads.

Colonial Wood Screws

The wood screw in Colonial times was blunt on the end. Before it could be inserted in the wood

(Continued on page 150)

Early forging machine.





STEEL

By **TOM CAMPBELL**

News-Markets Editor

The Iron Age

A Chilton  Publication

Affiliated with Hardware Age

Producing 85 million tons of ingots in one peacetime year, as the nation's steel plants did in 1947, despite shortages of scrap, pig iron and coke, should entitle the industry to a modicum of bragging. But all is not honey and sweetness. Some steel brass seem to have let their men down; others found themselves in the Alice-in-Wonderland position of explaining why expansion wasn't necessary — as they pushed expansion plans. 1948 will have to be another year of miracles if maximum production is to be achieved in the face of more shortages and more wage increases and more price increases. And public relationships also seem to require some overhauling.

at the Crossroads

THE public squabble between steel leaders and government bureaus over steel capacity has led many people to believe: (1) That the industry is lying down on the job; (2) that the gray market includes most steel sales; and (3) that a big increase in steel capacity would solve everything. There is no real basis for any of these impressions.

An aroused public, an election-conscious administration and steel consumers who have gotten the short end of the stick have plenty of ammunition to fire away at the industry—regardless of the truth or falsity of the charges. But what are the facts about steel capacity, steel production and the gray market?

(1) Steel capacity is being expanded now. Part of it will be by actual increase in open-hearth, part by use of more blown metal from the bessemer, part by use of oxygen, cutting down melting time, and part by superior performance of existing equipment. Most of the remarks made by steel and government officials have little to do with the actual question of capacity. The engineers and workmen are taking care of it. Competitive conditions will add more zest soon to the capacity question. The drop in steel capacity after the war was a realistic elimination of equipment which was held in operation because of the war. It was obsolete with no valid reason to keep it going during peacetime. New capacity from now on will be the kind that will mean more production, faster output and better quality. There is no more reason to take the word of government

experts on capacity than there is to believe some of the statements by steel die hards. Somewhere in between is the answer—and that is the direction in which expansion is now heading.

(2) Steel production this year, at about 85 million tons, is the highest in any peacetime year. It is below the all-time high in 1944 but it should not be compared with that year. In wartime there is only one customer—the government. The number of orders, the type, the size and the destinations are far different in peacetime. They are more numerous and varied. On that basis this year's performance is tops in steel mill history. Who did it?—Men who 10 years ago would have raised their hands in holy horror if the same job had been handed them. That is why 10 years from now the same thing will be true. Steel workers, management included, are the most loyal, hardest working bunch of fellows in any industry. Generations stick to it, bitch about it, make eyes at other jobs, go on strike, cuss the boss and warn their kids away from it—but they stick to steelmaking.

(3) Steel leaders harmed themselves by, at first, closing their eyes to the existence of a gray market in steel. They knew little if anything about it a few years ago because they were not involved in it. But it existed long before OPA went out and it broadened out as steel became tighter. Rumors had it much larger than it was. It was this fallacious view that steel officials were attacking. But it looked to the public and to steel customers as if they denied that there was a high premium market.

Later most steel officials in Washington did agree that a gray market existed and said they were doing everything they could to stamp it out. What they could do was a drop in the bucket.

In peacetime it is no crime to sell what you have for more than you paid. That is what customers did in 1947. It is what many will do next year or until the steel demand picture lets up. A survey by *The Iron Age* showed that about 4.3 per cent of the steel being used by consumers was bought in the gray market. Circulating inquiries received by many steel users gave rise to rumors of tonnages far out of line with what actually was bought and paid for at premium prices. But the gray market was serious because its existence furnished the ammunition that the industry was bungling the job of steel distribution.

There was a lot of talk in the fall of 1946 about the coming recession or depression. There has been little or no talk about it in recent weeks. Steel leaders who a year ago felt that demand and supply would be in balance by July, 1947, now think that maybe it might be that way in October, 1949. The sustained demand for steel has so puzzled all the experts and non-experts that predictions are so wrapped up with outs that they aren't worth a damn. No one knows. Things are a little different now than they have been in the lives of most living steel men.

The Iron Age asked steel consumers to tell them whether their inventories were above normal, below normal or normal. The survey was recent. Only 6.2 per cent said their supplies were above

normal. About 41 per cent thought they were normal and 52.8 per cent were still crying the blues that their stocks were below what they needed to keep output going at top speed. These steel buyers know that inventories are a vague thing. They can mount overnight—so can they slip away to nothing. When demand for products is heavy, inventories look small. If the bottom falls out, the same inventories look like last week's meat bill. There is nothing new in this. Those answering *The Iron Age* survey know all about that.

It can be assumed from what steel consumers said that they could make a whole lot more things if they had more steel. There is no red light as far as stocks are concerned if steel buyers are to be believed. In relation to the present-day tempo stocks are not top heavy. There has been a lot of horse trading, swapping, moving around and selling of steel consumers' stocks. What steel companies sold one customer may show up some place else.

Stocks are known to be unbalanced but steel users are far from a saturated market. Every time they think they are coming close to it something happens to change the tune. Maybe it won't the next time. But it helps to confuse everybody when it is recalled that last summer a lot of steel customers thought demand for their products was off sharply. When they opened up their plant after a vacation many found their competitors had been making hay.

Demand Holds Up

There was a late surge in the fall for more steel because demand at the other end was holding up. How long steel requirements will keep ahead of the high level output is harder to guess at this year than at any other time in history. Some half-hearted attempts have been made to view the near future as bringing a correction in present high prices. Maybe it will. But the long term outlook for steel firms is good.

Most people think we are trying to take care of a potential demand that was unsatisfied because of war output. That is only half the

story. Those who went through the late depression know that we are trying to satisfy a demand which has been growing since 1929. In the depression things wore out and were not replaced.

In 1937 things looked good but in 1938 fabricators coasted along at a high rate of output—only they used the steel they bought in 1937 to support the coasting. Then came the war and another five years of waiting.

It seems hardly likely that two years of post-war activity will take care of a demand that has been pushed from pillar to post for 10 or 12 years. At least that is what some of the hard-headed gents in steel think. It is their guess that when the reaction comes, it won't last long (about a year). It won't be deep as far as steel is concerned and it will be followed by at least three or four years of healthy steel output. It's

just as easy to believe this as the opposite, but a little more costly.

Steel prices (that part which the steel companies get) are not high in relation to everything else. They are notoriously low. They are about 40 per cent higher than they were in 1939 but weekly wages in steel were 98 per cent higher in 1947 than they were in 1939. The gray marketeers blithely add \$150 a ton onto the mill price and get away with it.

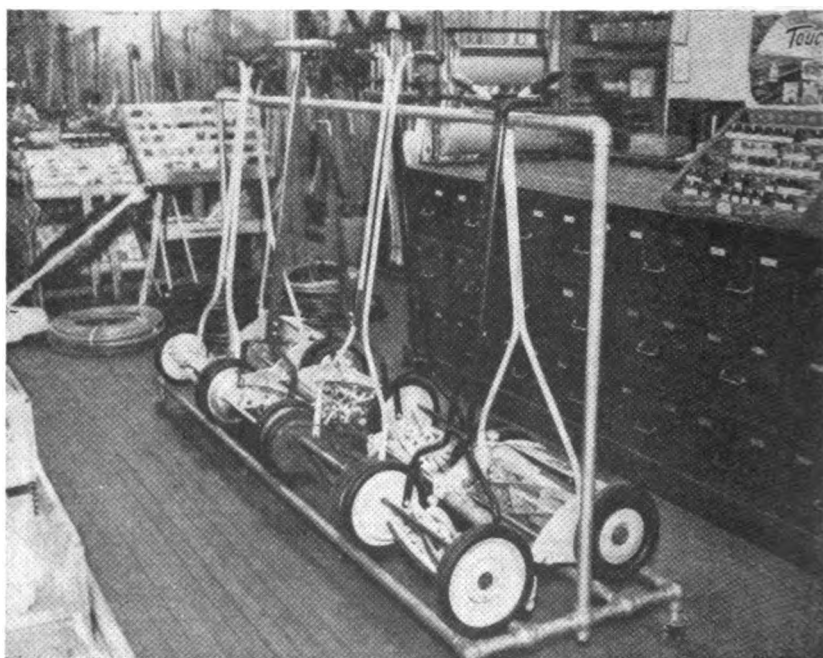
Why doesn't any steel firm raise its prices to what the traffic will bear? That is supposed to be free enterprise. If the steel companies are the low-down things some people say they are why do they have conniptions every time price is mentioned. The people who buy steel aren't the ones who are doing the kicking. In a survey made early in 1947 it was amazing that only 68.7 per cent of steel
(Continued on page 170)

Movable Rack Helps Sell Lawn Mowers

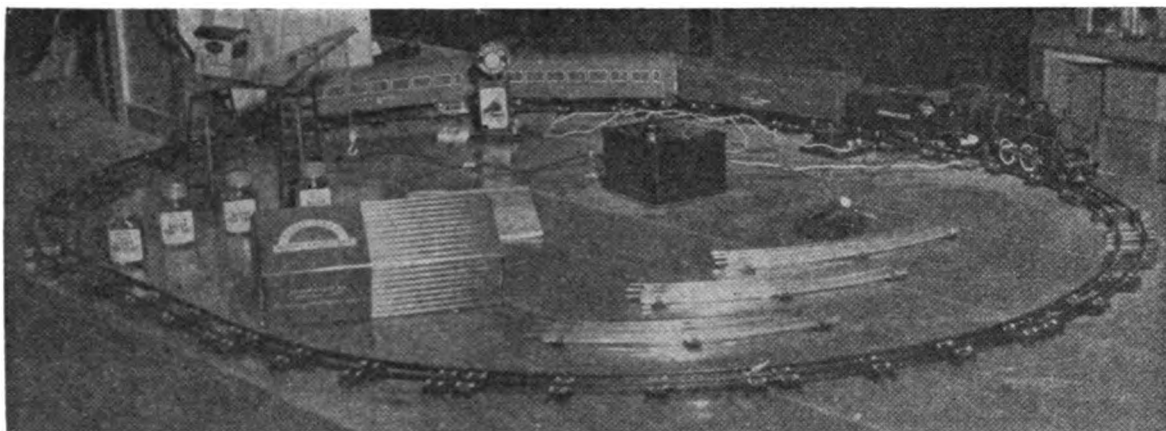
AN extremely efficient lawn mower display rack, constructed from metal pipe in the store's tin shop, helps the Frank Geele Hardware Company, Sheboygan, Wis., make additional sales, according to officials of the firm.

The display stand will hold eight lawn mowers at a time with the wheels and handles resting securely

against pipes in such a way that they cannot slip except from violent jars. The stand is mounted on double rollers, so that it can easily be pushed from one section of the store to another, if desired. In the spring this display is usually placed near the seed and garden tools display, and thus many lawn mowers are sold at an early date.



Easy to move, clean and look at, this rack gets the eyes of lawn owners.



Displays of this type attract the juvenile trade back to the hobby shop. Inside the tracks are accessories, materials and a scale railroad kit.

Hobby Shop Helps Reduce Juvenile Pilferage

Miller's, Inc., finds profitable solution to an ever present problem. Hobbyists a source of business to other departments of store

CALL it what you will, the problem of "disappearing merchandise," pilferage or garden variety theft by juvenile customers can be a problem and a costly one. One positive and profitable answer to the problem was found in the opening of a hobby shop section in Miller's, Inc., in Forest Grove, Ore., a community of less than 3,000.

Raymond L. Miller installed a hobby shop when he noticed that some items in the store would "walk off" when a few grade or high school students gathered in the store. He figured—and rightly

so—that a small hobby shop would give the young fry an opportunity to browse around where they could be watched. His idea was correct and has since expanded into a complete toy and hobby section that is a goodwill and profit builder for the store.

At Miller's hardware store they have found that when a "run" hits a certain model, it will probably be sold out in a few days and so quick supply sources are an important factor for this department. They also have found that trends, fads and runs, definitely tend to direct buying in this department to a greater degree than in any other section of the store. Although the

section started on a small scale, it has been expanded by carefully watching the interests of the juvenile customers—as to boats, trains, planes and other model builder's and collector's fancies.

The model shop is definitely tied in with the rest of the store. Even though the model builder is buying a complete kit, he will also buy sandpaper, knives, paint, brushes and other items from the store's regular stock. Mothers accompanying youngsters on the search for hobby items often become impatient at the waiting and so do some browsing of their own in the housewares and gift sections, thus bringing additional sales to the store.

Self-Service Applies

With the exception of higher priced items, open display in racks is the rule and so self service, or at least semi-service, applies in this section.

Miller's, Inc., has found a material gain in traffic and in dollar profit through its hobby shop. Goodwill and friendship from the younger generation come from this department.

Trained salesmen, who study trends in the trading area, are important factors in the store's merchandising of hobby lines. Having reputable, fair priced stock also is a "must" in such an operation. Hobby fans are themselves good sources of advertising, for word that a certain model is in stock at Miller's can start a steady stream of eager and youthful customers.

What Ever

Became

Of Opportunity?

We must carry a heavy burden of taxes to pay for the war and to help Europe but we cannot pay such a burden without full production—and our present tax system makes it difficult in that it is weakening our entire economy

By **WILLIAM E. ROBINSON***
Business Manager,
Member of Board of Directors,
The New York Herald Tribune

RECENTLY I attended a public-speaking contest participated in by seven finalists chosen from New York City high schools. The contestants were intelligent, serious-minded youngsters. All delivered papers they had written on "The World I Want."

Again and again the word "security"—together with all its synonyms—recurred throughout each speech. Not once did I hear these youngsters use the word "opportunity." The word which once symbolized the American way of life—"opportunity"—seemed to have no meaning to these young Americans.

Had I not been aware of the kind of world in which these students have grown up—their average age was seventeen—I might well have thought them cowardly.

*Reprinted from *Tax Outlook*, January, 1948, by special permission.

What has happened to these young Americans? I believe that most people will agree with me that there has been a slow-but-sure growth of willingness to trade opportunity for security in America. As concrete evidence I might cite the remarkable and alarming results of a recent survey conducted by Dr. Henry C. Link. Dr. Link was commissioned to ask 5000 people this question: "If the government owned and managed industries, would you get more or less for your money than now?"

The results showed that:

Forty-three per cent of the general public believed they would get as much or more under government ownership.

Thirty-eight per cent thought they would get less.

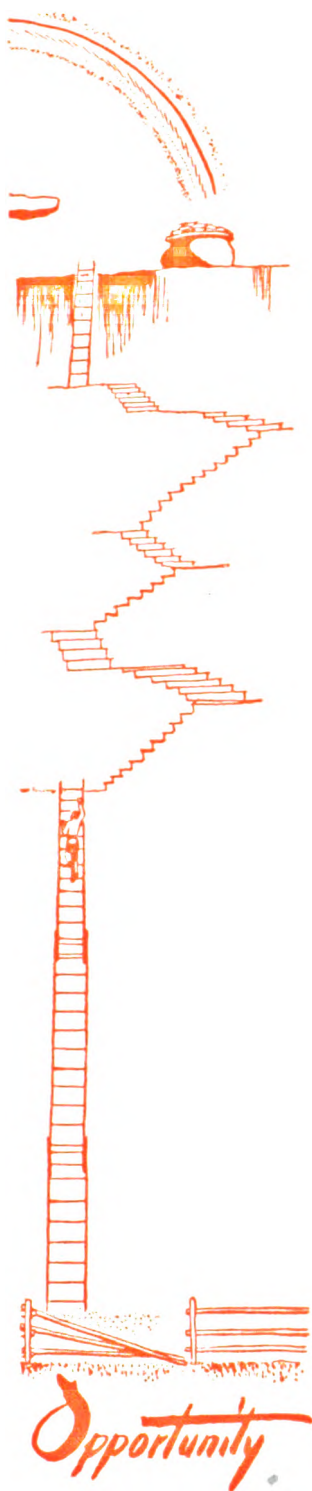
Nineteen per cent were uncertain.

Among college students 63 per cent said they would get as much

or more; 23 per cent, by some miracle, still believe in free enterprise; and 11 per cent of the college students were uncertain.

Are we willing to face the fact that a campaign for state socialism or the nationalization of industry and business has an excellent chance of succeeding with the public at this very moment?





Is it not amazing, as well as alarming, that the American people living in the midst of plenty—only because of their unique political heritage—would now be willing to embrace another kind of system?

Yet this is exactly what is happening. The American economy is rapidly changing into a system that has brought starvation and

suffering to the rest of the world.

To have a measure of the validity of this statement, consider the elements which distinguish the American economy from other systems throughout the world. Our system is not based on a theory. It was a system that grew in a natural way out of the character of our people. The three major elements in that character were love of freedom, ambition, and incentive.

Freedom meant among other things that a man could choose his way of life. Ambition meant that he wanted to live a better life and develop larger opportunities for his children. Incentive existed in abundance here as it did in no other place in the world.

Slowly, imperceptively, these characteristics have been whittled down and undermined. They have been replaced by the political anesthetic called "security."

Can't we realize that there can be no material security for anyone without the production of the things that make for security? Can't we remember that production cannot grow in volume unless hard work, ambition, and incentive provide the motive power for the system behind the production?

Don't we see—in examples all around us—that promises of security are simply the insincere, vote-getting appeal of political confidence men who never do anything to help the production that makes this security?

The Worst of It

Tragic and alarming as this seems, that is not the worst of it. The worst of it is that the American economy is already well on the road to nationalization.

Here is the old historical pattern. By clever indoctrination and legal deceptions, a new political and economic system is being built—and the people do not know it. Unless something is done to change its course, the people will wake up one day to a *fait accompli*.

I can give you an example which is closely related to my own business: A man of my acquaintance happens to be a capitalist. This



WILLIAM E. ROBINSON

man, now 64 years old, has retired from active business operation. A poor boy from a poor family, he was well equipped with initiative, imagination, ambition, appetite for responsibility, and an enormous capacity for work.

He still has some of the fire and adventurous spirit of his youth. He is not content merely to sit on his low-yield bonds. He would rather—even at considerable hazard—put his money into some growing industry.

Returns on an Investment

He recently became interested in the government surveys of Alaskan timber which seem to indicate opportunity for construction of newsprint mills in that new and undeveloped land. I was able to answer some of his basic questions. For example, for an investment of around \$30 million, he and his associates could build a newsprint mill that would produce tonnage sufficient to give at current prices, gross sales of roughly \$9 million per year. On the \$9 million of sales, there would be a gross profit, before taxes, of about \$2.5 million. After taxes, there would be \$1.5 million net profit. Out of this \$1.5 million, the government gets \$1.3 million in individual taxes, since my friend and his prospective partners would be in the 85 per cent tax bracket.

So, in that first year of operation, these investors have \$230,000 net after taxes, whereas the gov-

(Continued on page 155)



Bulk seeds are displayed on the first two tiers, small packaged seeds on top.

Central Display Location A Boon in Selling Seeds

SEEDS, brooders, poultry equipment and other farm items get prominent window and interior display at the Fred Lantz Hardware Co., Monroe, Wis., and this system pays off in increased sales, according to O. A. Lantz, one of the owners of this 60-year old firm.

One window last spring featured a large brooder, while a second one displayed a number of other farm items. Window lights are kept on every night during the week so that farmers who come to town to movies or to visit will be able to see the various displays. The firm also has numerous interior lights on at night, so that farmers can

look in and see merchandise displayed.

The firm does an excellent business in garden and flower seeds, with garden seeds sold in both packages and in bulk.

Center Aisle Display

A special center aisle display area is used for a showing of seeds, because the volume is so impressive that devoting large space to

them really pays off. Officials of the firm say they could find no other type of display which shows seeds to such good advantage as the center aisle area. And so they get "top" showing in this store in the spring season.

Farmers like to come to the store to get their seeds. They can walk along this seed counter from four sides, look over every item on display and make their selection.

(Continued on page 142)

Fred Lantz Hardware Co. keeps them everlastingly in the limelight during the season and profits accordingly. Farm goods also featured by firm

The Selection of Salesmen



R. H. BARR

Mr. Barr, while urging employment of salesmen from within an organization—where possible—points out that this is not always practical. Although honesty is the one quality for which there is no substitute, a man's other qualifications may make up for lack of such things as higher formal education, as an example. Asks can a prospective salesman produce as well as receive ideas, for "In no place does leadership ability count for more than in selling."

By R. H. BARR*

Manager,
Mill Supply Division,
Reilly Bros. & Raub, Inc.,
Lancaster, Pa.

It is obvious that in any worthwhile discussion of the selection of salesmen one should confine himself to his own experience and not theorize. What may be theory to one man or to one company may be the usual procedure with another. A plan workable in a large organization may be impractical in a smaller one.

Aptitude Tests

Aptitude tests may be a small expense to one company but an exorbitant one to another. It is equally true that in this day of full employment, when it is difficult to secure enough men and women to fill even the ordinary jobs, one is tempted to employ anyone, for any job, from truck driver to general manager, regardless of the absence of some of the qualifications we usually consider essential.

Roughly, there are two different situations, one of which always confronts you when considering the employment of a salesman. Usually the employer, particularly in a

small organization, has no control over or choice between these two situations.

First: The situation may arise where you are compelled to interview an applicant from outside your own organization with whom you have little or no acquaintance.

Second: you may be considering the advancement of one who has been in your employ in some other capacity. This, in our opinion, is the better situation. In our own company we always give the preference to men who have been trained in the policies of the organization and are thoroughly acquainted with the items we carry in stock. This method of hiring salesmen in a small organization is not always possible.

Qualifications

There are a few question concerning qualifications so fundamental that there can be no serious difference of opinion concerning them. Since they are questions that you must ask whether you are selecting a salesman from among your own employees or as a total stranger, we will list them first. They are not necessarily listed in the order of their importance.

1. What is the applicant's age? We prefer from 25 years to 40 years.

2. What is his previous experience or training?

3. What is his state of health?

4. Is he honest?

5. What conditions surround his home life?

6. What is his schooling?

7. Is he energetic and industrious? These are not synonymous.

8. Is he acquainted with the territory he expects to cover?

9. What is his mechanical aptitude?

What Do They Prove?

These questions cover more or less easily determined qualifications. An applicant may answer all of them to your complete satisfaction and yet prove a complete failure as a salesman. An applicant may lack one or more qualifications, indicated by answers to the above questions, and yet prove to be a real producer of sales.

Some of the qualities covered by the questions, if absent, may indicate a definite handicap. But some other possessed qualities may be so outstanding that the absence of one or more of the qualities we have mentioned may not of necessity result in failure. For instance, honesty is the only qualification for which there is no substitute. In our own organization we have a salesman who was retired because

*From an address at the joint regional conference of the American Supply & Machinery Manufacturers' Association, Inc., and the National Supply & Machinery Distributors Association at the Robert Treat Hotel, Newark, N. J., Nov. 19, 1947.

of age by his employer, a manufacturer. The qualities of experience, complete honesty and personal acquaintanceship in his territory which he possessed overcame the handicap of age and also a physical handicap and made him one of our best producers and an inspiration to our entire selling force. Some men have overcome the handicap of poor health by their many other desirable qualities. The same thing applies to the question of education. I have seen many salesmen who had no more than an eighth grade education succeed where a college graduate was a complete failure. So let us say that, all other things being equal, we would prefer to employ, as salesmen, those men who measure up best in answering the questions we have outlined.

There are many other desirable qualities less readily determined except in the case of employees of long service.

Of these more intangible qualities that help to make a good salesman there is one that I rank at the top. That is the ability to believe in some one thing tremendously. Too many salesmen lack the power that comes from deep convictions. Even though a salesman may be 100 per cent wrong in his belief, the fact that he possesses the urge to fight for that in which he believes, is important to successful selling. Properly guided in the direction of interest in his company and in the products it handles this quality can be translated into a loyalty that too often is conspicuous by its absence. This quality, unrecognized by the sales manager and treated improperly, may be the source of dissatisfaction. I prefer salesmen who have strong beliefs and the courage to fight for them. I have little respect for salesmen who have no strong belief in anything and whose opinions are simply those of their superiors.

Proving Ability

Second: I like salesmen to whom a hard assignment means a challenge. Men to be successful should like to swim upstream. That man who prefers to prove his ability by overcoming obstacles, that others

sidestep, is most apt to prove a success.

Third: Has the applicant the competitive spirit toward his fellow salesmen? He must have the desire to excel. When slow-moving items are called to the attention of a group of salesmen, some may react to a sense of loyalty or to the challenge of a difficult task but when these qualities are supplemented by a competitive spirit, the result is never in doubt.

Fourth: Is the prospective salesman able to *produce* as well as *receive* ideas. We must be careful not to be too arbitrary in our contact with our salesmen. A man may be a good salesman by simply following instructions. This same man will be a great salesman if he can produce ideas of his own.

Hardware Men's Hobbies



Edward J. Vogeler, Lititz, Pa., known to many hardwaremen as advertising manager for The Hawkins Co., S. Britain, Conn., is also a writer for a wide variety of publications. He is seen at his trusty typewriter, in his Whitehackle Studios advertising agency, pounding out some material as part of his avocation—writing for newspapers and magazines. Ed's "stuff" as he calls it has appeared in *Reader's Digest*, *American Mercury*, *Pageant*, *Esquire*, *This Week*, *American Weekly*, *True*, *Everybody's Weekly*, *Sir*, *New York Herald-Tribune*, *Baltimore Sunday Sun* and the *Curtis-Martin* papers. Two of his articles published in *Esquire* have appeared in that publication's sports anthologies. A factual story was in *Esquire Sports Reader* No. 1 and a red-blooded fiction story was in *Esquire Sports Reader* No. 2. A third article has been accepted for publication in another compilation by Boni & Gaer "Say It Ain't So Joe", edited by Thomas L. Stix. For 40 years he has enjoyed being a writer.

Fifth: As a salesman, will he appreciate that training is a part of his compensation? Whether he is attending conferences on products or policies or contacting the different departments in the organization for which he works, he should realize that he is advancing his own interest, first. Too many salesmen adopt the attitude that they do these things for the company's interest, only. They should realize that in all these activities they have the opportunity of furthering their own education. Rather than resenting this training they should appreciate that the opportunity of fitting themselves for greater usefulness is a very real compensation, worthy of their best efforts.

Sixth: Will he, as a salesman, particularly in the distributing field, be able to concentrate on the *function* of the product he is attempting to sell? I prefer this ability to mechanical knowledge. I do not minimize the value of mechanical aptitude. However, I have seen many sales meetings, conducted by manufacturers, fall flat because of over-emphasis on methods used in manufacturing the item under discussion. It is more important for an industrial-supply salesman to know what a product *does* than to know how it is made or how it operates.

Community Affairs

Seventh: Does the man under consideration for the position of salesman have an interest in community affairs? This is important. If he does, he will work hard so that he may occupy a position of importance in his community. He will build good-will for himself and his company.

Eighth: Is he satisfied with things as they are? All progress (and this applies doubly to selling), has been brought about by those who were dissatisfied with methods or results in a given field. We do not want complacent salesmen.

Ninth: Is he inclined to be optimistic? Optimism, properly controlled, will carry a salesman a long way on the road to success. It is contagious and a good morale builder.



More tips for more Ammunition Sales

from "DOC" PETERS

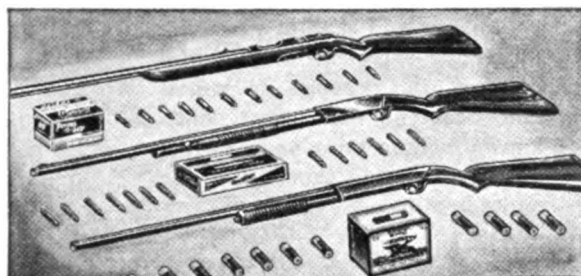
(No. 4 in a series)



1. A modern wrapping counter can help you speed service. It can also display and boost sales of such items as 22 cartridges, hunting knives, shooting glasses and other medium-priced merchandise. Such items, displayed at the counter where customers wait for packages, suggest themselves for sale—are easy to see and easy to buy.



2. To assist you in developing good ammunition displays, price tickets for Peters ammunition are available free. You insert prices and mount tickets on shelves. They pre-sell the item and save salesmen's time.



3. Display guns with ammunition for extra sales! For example, with a 22 rifle, show Peters "High Velocity" 22's with New Nickel-Plated Case. Builds brand identification, builds sales and goodwill for you.



4. Use national advertising! Keep copies on your counter of Outdoor, Farm and Boys' magazines showing Peters advertising. Ads will help sell the ammunition and build prestige for your store.

P.S. Show this advertisement to your sales trainees as part of their merchandising course. Reprints of other ads in this series free on request.

PETERS ^{sales} packs the power



PETERS CARTRIDGE DIVISION—Remington Arms Company, Inc., Bridgeport 2, Conn.
"High Velocity" is Reg. U.S. Pat. Off. by Peters Cartridge Division.

Tenth: The last question is; does the applicant have the quality of leadership? One real problem with all employers is that of an employee, loyal, honest, and industrious who has arrived at that position where he can no longer be considered for advancement, because he lacks the quality of leadership. Because of long experience he expects consideration when any changes are made. He becomes a bottle-neck for orderly promotion. With all the qualifications that go to make up a good employee, except that of leadership, he has become a detriment to the best interest of his employer. In no place does leadership ability count for more than in selling. Sales-managers, as a rule, come from the ranks of salesmen. They must be leaders.

I shall violate my own statement concerning the value of experience in discussing a subject and state my present thinking concerning aptitude tests. I shall in a measure reflect the experience of a friend of mine who occupies an important position with a nationally-known manufacturer and who has had considerable experience with aptitude tests.

Few Tests Are Honest

Very few of these tests can be completely honest. The subject probably knows that he is being considered for a definite job. His answers, naturally, are given so as to make a good showing in that particular activity.

I wish now to quote from a letter I received from this friend of mine: "First, I am very much interested in present-day aptitude testing, providing the plan for use of the results of such tests is properly developed. If prospective employees are tested by reliable testing agencies with a full understanding that the result of the test would be used to determine the *type* of work, i.e., production, marketing, research or finance, that they are best fitted for, I feel that the tests have a very decided value in arriving at such determination.

"However, if prospective employees are told that they are being considered for only one type of work, such as salesman, for example, then I question whether the

test would have as great value.

"If three men are sent over to a testing agency knowing that the result of the test would determine a selection of one of the three for a sales position, I am convinced that rather than the tests showing the results that are desired, they would be colored by the desire of each person tested to answer the questions in such a manner as to get him the job. In other words, in answering questions, a prospective salesman would do so from the standpoint of his opinion of what a salesman would say rather than what he personally might say.

One Drawback

"It is this one factor that has caused me, personally, to refrain from using aptitude tests in the selection of prospective sales personnel. Since I employ only sales personnel, I do not have the privilege nor the ability to broaden the base to consider applicants for other types of work in our company."

A college in our home town had some fine experiences in aptitude testing with young men and women during the war. Yet these tests, no doubt, were colored by the desire of the subject to enter some particular branch of service.

To be successful these tests should be given persons with a sincere desire to find their proper place in life. Tests should be made during school years and not be given later to persons who have a desire for a certain position because of salary or other selfish considerations.

Central Display Location A Boon in Selling Seeds

(Continued from page 138)

The bulk seeds are neatly displayed in specially placed shell boxes which were reconditioned in the firm's large tin shop. The containers have been painted green at the front which helps to enhance the gardening appeal. Other bulk seeds are displayed on the second shelf in long, glass baking dishes which enable the customers to see them easily. The package seeds are displayed appropriately on the top shelf.

Garden fertilizer and other gar-

There is a great field for aptitude testing. It is not yet a science. We do well in exploring its possibilities. The burden of experimentation must of necessity fall on the larger organizations. The experience of smaller concerns is so limited as to be valueless.

During the war a plan was considered by U.S.E.S. to make placements based on aptitude tests. Certainly any one honestly seeking to find his proper place *should* have the opportunity to profit by any scientific method of determining where he is best fitted to serve society.

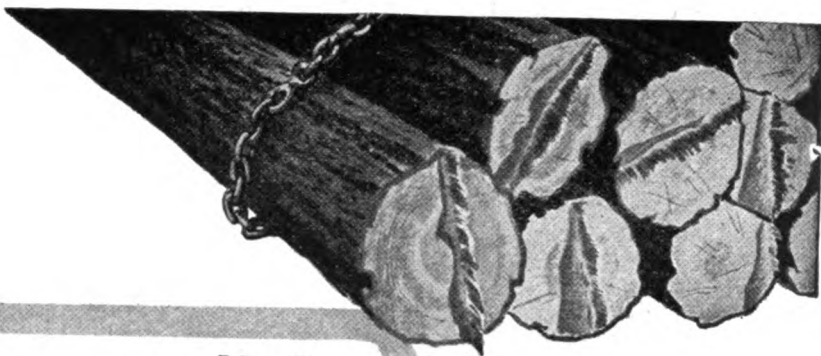
It would be presumptuous if I urged each of you to exercise more care in your selection of salesmen. My job is to explain the qualifications our company considers as important in a man under consideration as a prospective salesman. Our place in the distribution of industrial products will largely be determined by the kind of selling job we do.

Adopt a Definite Plan

Let us hope that by our counseling together we may each be encouraged to adopt a definite plan of salesmen-selection. Let us try out that plan, not only in employing new salesmen but also in weeding out from our present sales force the grade "B" and wholly incompetent men. We owe this to the industry. We cannot as individual members hope to survive without such action. By intelligent use of a well thought out plan we have nothing to fear concerning the future.

dening needs can be filled by salesmen from another table close at hand. Salesmen who sell the seeds always inquire if the customer needs any accompanying items. In this way additional sales are often made.

One rear area of the store is given over to quite a display of harness and other horse goods. Although mechanized farming has made great strides in this as well as other areas, many farmers have horses as well as tractors.



a common link

between dogs and logs...

There's a special Cleveland chain for every purpose—from Sandy's leash to logging chains.

And every type of Cleveland chain is precision made for customer satisfaction.

Cleveland chains are attractively shelf packaged for certain buyer appeal. Heavier chains are shipped in neat, clean boxes, bags or sturdy kegs and barrels for easy handling.

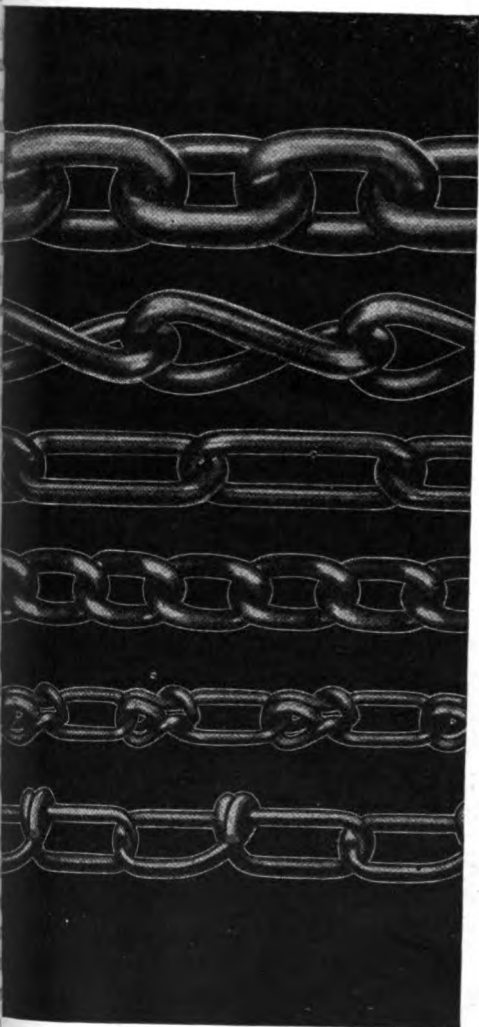
From every angle Cleveland chain is a sure source of profit for you. It's competitively advertised, packaged and priced to sell . . . and please your customers.

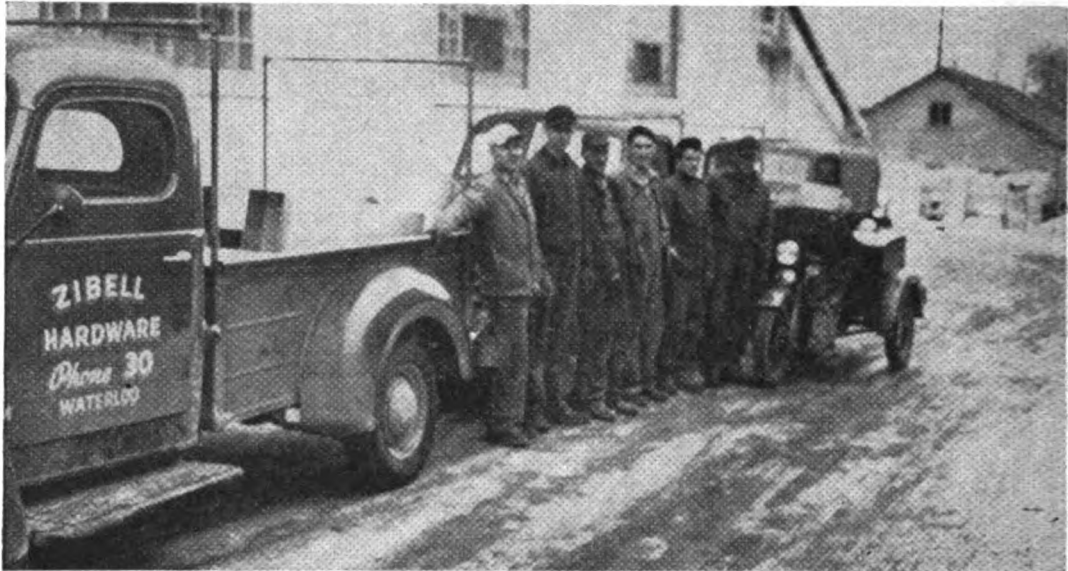
CLEVELAND CHAIN

THE CLEVELAND CHAIN & MFG. CO. • *Cleveland 5, Ohio*

Associate Companies: David Round & Son, Cleveland 5, Ohio
• The Bridgeport Chain & Mfg. Co., Bridgeport 1, Conn. •
Seattle Chain & Mfg. Co., Seattle 8, Wash. • Round California
Chain Co., So. San Francisco and Los Angeles 54, Calif. •
Woodhouse Chain Works, Trenton 7, N. J.

Since  1869





The core of Zibell's fast service is this eight-man crew, one of whom uses a motorcycle with sidecar for special delivery or emergency jobs.

Counts on Service Crew To Add to Profits

An eight-man crew, headlining special and speedy service, builds profitable prospect lists and good will for Zibell Hardware

ONE of the best ways for many a hardware store to make present day profits and lay a firm foundation for future business is through a well trained, equipped service department. So believes J. W. Zibell, owner of Zibell Hardware, Waterloo, Wis., who has an eight-man service crew that gives heating, plumbing, sheet metal and electrical service to that town of 1500 and to a wide area surrounding it.

Three modern service trucks, plus a speedy motorcycle with sidecar for special delivery, are used by this firm and the service crew to give quick and efficient service to townspeople and farmers alike. This service work is profitable not only in itself, but it feeds back to

the store many additional appliance and other sales, in addition to the original installations.

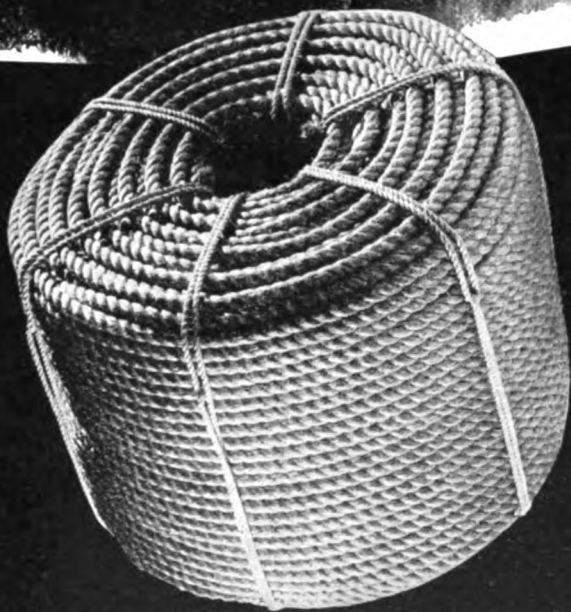
Mr. Zibell puts it, "Eight men doing service work in numerous

homes every day of the week. month in and month out, contact hundreds of homeowners during a year. They lay the basis for many additional sales through a first

□ □
And here is the owner, J. W. Zibell, about to investigate a service problem.
□ □



tough



AMCO

treated "all-weather"

PURE MANILA ROPE

AMERICAN MANUFACTURING COMPANY, BROOKLYN 22, N. Y. • ROPE • TWINE • OAKUM • PACKING

Branch Factory: ST. LOUIS CORDAGE MILLS, ST. LOUIS 4, MO.

Sales Offices: BOSTON • CHICAGO • HOUSTON • NEW ORLEANS • PHILADELPHIA

FEBRUARY 12, 1948



The exterior of the Zibell store.

hand knowledge of the customer's needs."

It is only natural that Mr. Zibell pushes the service and installation end of his business. In the hardware business since 1933, he is a graduate engineer of the University of Wisconsin, and in his service work he is using his technical training to good advantage.

Backlog of Orders

Mr. Zibell points out that in numerous towns and cities, there has been a dearth of plumbers, electricians and general service men since 1941, in proportion to the amount of new, replacement and service work to be done. There is a vast backlog of such orders in numerous localities.

"We are just about the only firm in our area which does such a wide variety of electrical, plumbing, heating, sheet metal and appliance repair work, with enough men employed regularly to clean up orders within a reasonable length of time, once we book a job," states Mr. Zibell. "This brings customers and prospects to us from nearby farming areas and also from other towns, crossroads and hamlets. Our trucks are rolling all the time."

Popular With Farmers

Farmers in this section of Wisconsin have made plenty of money during the past eight years raising dairy cows, poultry and grains.

They call on Zibell's for farm wiring, plumbing and heating, sheet metal work, and all this also leads to the sale of items such as water pressure systems and appliances of various types.

"I have a crew of good men and I constantly impress upon them the fact that in addition to doing the best job we can we are also building future customers," says Mr. Zibell. "As a result, we have built a reputation, I believe, of being a firm that can be depended upon to do a scheduled job promptly, efficiently and at a reasonable cost. Of course, we are

sometimes held up by shortages just like everyone else, but we manage to turn out a terrific amount of work with this crew and the public knows it."

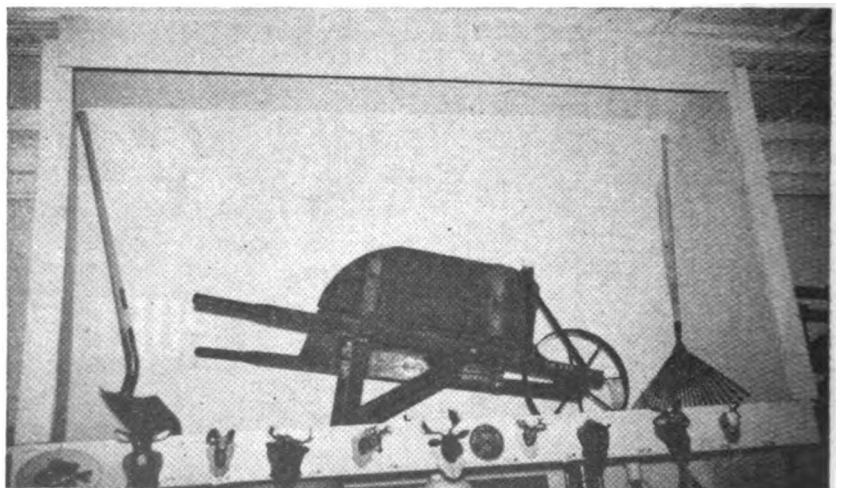
Trucks Advertise Firm

Zibell's service trucks are new, well lettered and are a good advertising media, for they travel the countryside. Trucks are maintained in clean condition at all times. Mr. Zibell and one of his salesmen take care of the store sales, with other salespeople being added during the busy seasons.

"So many of the people who come to us for service or installation tell us that they are having difficulty finding stores which will do this work," declares Mr. Zibell. "This proves to us, too, that we are on the right track. Many of these customers tell us they prefer to buy their appliances from a hardware store which is also equipped to follow up, when needed, with the right sort of efficient service."

Mr. Zibell maintains a small, but neat store which has excellent displays. Gas and electric appliances are placed at various points throughout the store in order to get maximum attention, while an area toward the rear has a concentration of appliance merchandise.

Features Seasonal Items in Ceiling Display Spot



An indirectly lighted display spot near the ceiling at the rear of the store pays handsome dividends for Kelsey Hardware, of Clare, Mich. This display area, about 7 ft. wide and 6 ft. high, is painted a light color and usually carries a display of just one or two seasonal items. The area is kept lighted at night, so that anyone passing the store, or standing in the entrance can look through the dark store interior and see this indirectly lighted display area. Many sales have been made through the use of this display.

**Here's why Kem-Tone dealers have
sold more than 40,000,000
gallons of Kem-Tone... made
over \$40,000,000 PROFIT!**

1. Consumer demand is greater than ever!

Every day more and more people are learning
that Kem-Tone is by far their best buy in paint!
The consumer demand for Kem-Tone is
15½ times greater than for any other flat
wall finish!

2. More national advertising than any other paint!

Hundreds of millions of hard-selling messages
through national magazines, radio and news-
papers are making the whole nation
Kem-Tone conscious!

3. Huge sales promotion campaign!

Free displays, banners and other point-of-sale
helps give you everything you need to do a
bang-up merchandising job in your paint
department!

Kem-Tone
TRADE MARK Reg. U.S. Pat. Off.
IS MADE WITH
OILS &
RESINS!

**THEY'RE SCIENTIFICALLY
TREATED TO MIX WITH WATER!**



3-NO-MORE

WEED KILLER!



America's
No. 1
Weed Killer!

PESTROY DDT

**SENSATIONAL TEAM
OF BUG
KILLERS!**



Lin-x

**GREAT HOME
BRIGHTENERS**



**GARDEN
BUG BLASTER**

**DUST
AND
GUN**



**ALL
IN
ONE!**

Acme White Lead &
Color Works, Detroit
W.W. Lawrence & Co.,
Pittsburgh • The Lowe
Brothers Co., Dayton
John Lucas & Co.,
Inc., Philadelphia • The
Martin • Senour Co.,
Chicago • Rogers
Paint Products Inc.,
Detroit • The Sherwin-
Williams Co. Cleveland

AMERICA'S HOTTEST-SELLING HOME PRODUCT FAMILY!

Trained Employees, More Space Build Builders' Hardware Volume

Improved quarters aid the Acme Hardware Co. in attracting more architects, builders and home owners. Mailing pieces, staff meetings and trained delivery men help swell sales

EMployees trained in all phases of its operations, and improved facilities are helping Acme Hardware Co., 150 S. La Brea Ave., Los Angeles, Cal., do better business and greater volume. With its expanded quarters,

the firm, which specializes in builders' hardware, now has a frontage of 120 ft. on South La Brea St. and has a depth of from 100 to 80 ft.

In commenting on its operations and the interior improvements, George M. Carter, president of the

firm, says, "The entire modernization of the interior cost about \$40,000, giving us additional frontage on La Brea Ave., one of the main arteries of the city. It also gave us space to display electric appliances, model kitchen setups and smaller housewares utensils. We carry only nationally advertised brands of kitchen cabinets and appliances in stock. Our main reason for going into appliances is that the builders of today need them in the homes they construct."

Interesting Features

In the new quarters—the interior of which was completed in January, 1947—larger space and easier handling of merchandise were factors in an increase of nearly 100 by the middle of 1947. Other interesting features of the firm's operations include the use of four trucks, all of which make deliveries. The drivers, all trained builders' hardware men, take care of returns, exchanges, etc., right on the job and, according to Mr. Carter, "Will not spoil the sale by ignorance." Of the 30 employees, two-thirds are taking a builders' hardware course provided by a well known manufacturer.

Circulars showing part of the improved display rooms of the firm have been sent out to prospects and customers. These circulars feature some of the builders' hardware lines offered, as well as kitchen cabinet lines and other materials and merchandise used in building a new home or remodeling an older one.

One such folder said in part,

Acme Hardware Co.

150 SO. LA BREA LOS ANGELES, CALIF. WEster 9121



IN BUILDING YOUR HOUSE....PLEASE REMEMBER THAT HARDWARE HAS BECOME AN IMPORTANT FACTOR IN THE INTERIOR ORNAMENTS OF TODAY'S BUILDING, AND KNOWING THAT WE ARE PROUD TO SAY THAT WE HAVE THE MOST COMPLETE DISPLAY OF BUILDERS' HARDWARE IN THE COUNTRY.

WHEN YOU BUILD, YOU WANT HELP FROM SOMEONE WHO KNOWS... SOMEONE AS INTERESTED AS YOU ARE IN GETTING THE BEST POSSIBLE HOME FOR YOU... YOUR ARCHITECT IS THAT SOMEONE. HIS REPUTATION DEPENDS ON IT, AND THE ETHICS OF HIS PROFESSION DEMAND IT. HE ACTS AS YOUR REPRESENTATIVE IN SOLVING TECHNICAL AND LEGAL PROBLEMS; HE BECOMES YOUR PURCHASING AGENT IN SELECTING THE NEEDED MATERIALS. HE SEES THAT THE COSTS ARE IN LINE, HE KNOWS THE RELIABLE FIRMS. THERE ALONE THE ARCHITECT HAS OFTEN SAVED THE HOMEOWNER HIS ENTIRE FEE. IF YOU LISTEN TO HIS ADVICE, YOU ARE SURE TO GET GOOD RESULTS WITH A MINIMUM OF CHANGES OR REPAIR COSTS LATER ON. IF YOU HAVE FRIENDS WHOSE HOMES YOU ADMIRE AND WHO HAVE HAD SUCCESSFUL EXPERIENCE WITH THEIR HOME BUILDING, IT IS EASY TO FIND OUT THE NAME OF THE ARCHITECT WHO DESIGNED THAT EXCITING HOUSE. WAKE UP YOUR MIND ON THE BASIS OF THE WORK A MAN HAS DONE, OR ON HIS GOOD AND KNOWN REPUTATION. WE HAVE EARNED THAT REPUTATION FOR THE PAST 20 YEARS.... OUR STAFF IS EXPERIENCED, OUR SERVICE IS TO PLEASE YOU. OUR STOCK IS FILLED WITH WELL KNOWN BRANDS AS TALE, SCHLAGE, HOLLYMADE AND OTHERS. WE HAVE ALL THE LATEST FEATURES IN BUILT INS BY HALL-MAC, DURA STEEL etc. FOR YOUR CONVENIENCE SEE OUR MODEL KITCHEN WITH THE LATEST IN STEEL CABINETS, STOVES, REFRIGERATORS, WASHING MACHINES, AUTOMATIC BENDIX LAUNDRIES AND OTHER APPLIANCES.

VISIT (17th WILLIAMSBURG ROOM) SEE OUR DISPLAY OF PERIOD AND MODERN HARDWARE. IN OTHER WORDS WHAT EVER YOUR NEED MAY BE, COME TO SEE US.... LET US GET ACQUAINTED. WE AIM TO PLEASE.

WITH MANY THANKS TO COUNTLESS PATRONS WHO FOR 20 YEARS STOOD BY US AND MADE OUR SUCCESS POSSIBLE,

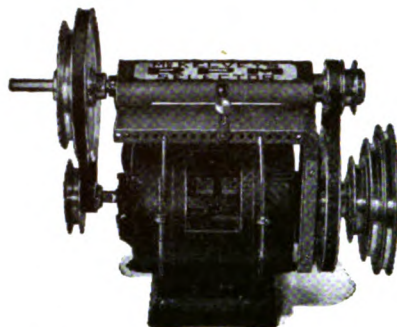
ACME HARDWARE COMPANY INC.
by *George M. Carter*
GEORGE M. CARTER, PRESIDENT

One of the firm's mailing pieces urging prospects to employ architects in building new homes or remodeling older ones.

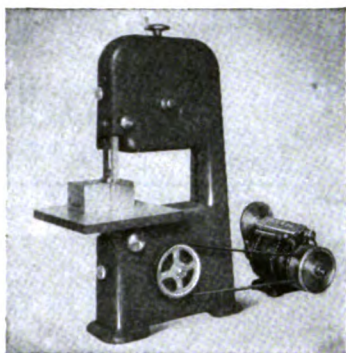
**NOW!
MULTIPLE
SPEEDS
FOR ALL POWER TOOLS**

with

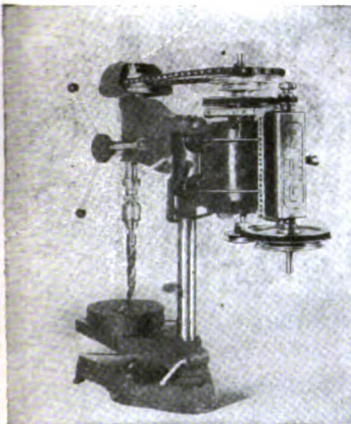
McKELVEY'S RPM SELECTOR



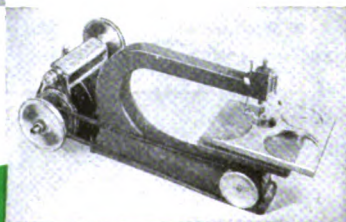
Band Saw with RPM Selector easily saws through 6" x 6" 24 ST Dural.



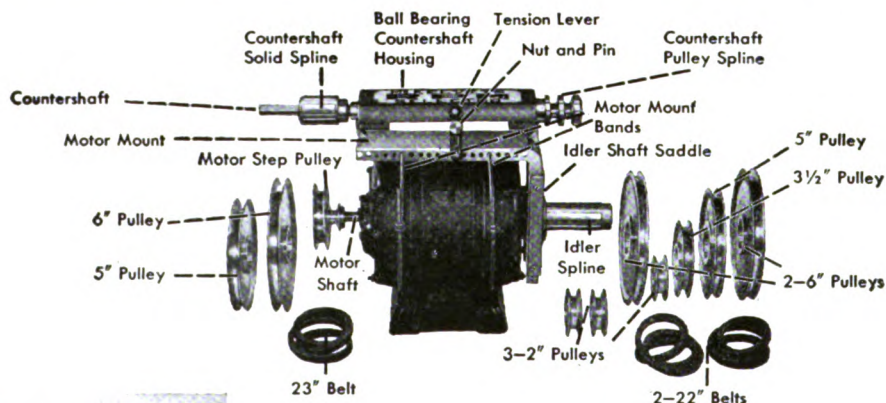
RPM Selector on drill press, drilling 1 3/8" hole in cast iron counter balance.



Cutting 1" boiler plate is no problem on this RPM-equipped jig saw.



66 to 10,000 R.P.M.'s from average motor (up to 1 h.p.)
McKelvey's RPM Selector attaches to and becomes a part of the average electric motor on drill presses, lathes, band-saws, jig saws and conventional power tools. On the average drill press or lathe with standard accessories and belts of the selector, 120 different speeds may be obtained—"spindle speeds" ranging from 25 r.p.m. and lower to a high of three times the leaving-the-motor speeds. Thus the operator can get almost unlimited operations from one power tool without changing the position of the motor. Where time and money are important, the RPM Selector saves its cost over and over in the time normally spent in changing motors for different speeds. Complete cost, \$34.95.



FULLY GUARANTEED

(All Patents applied for or pending)

SPECIFICATIONS

Range: 66 to 10,000 RPM	Low Ratio: 26+ to 1
Speeds: 120	High Ratio: 6+ to 1
Shipping Weight: Approx. 10 lbs.	Fits Average Motor up to 1 h.p.

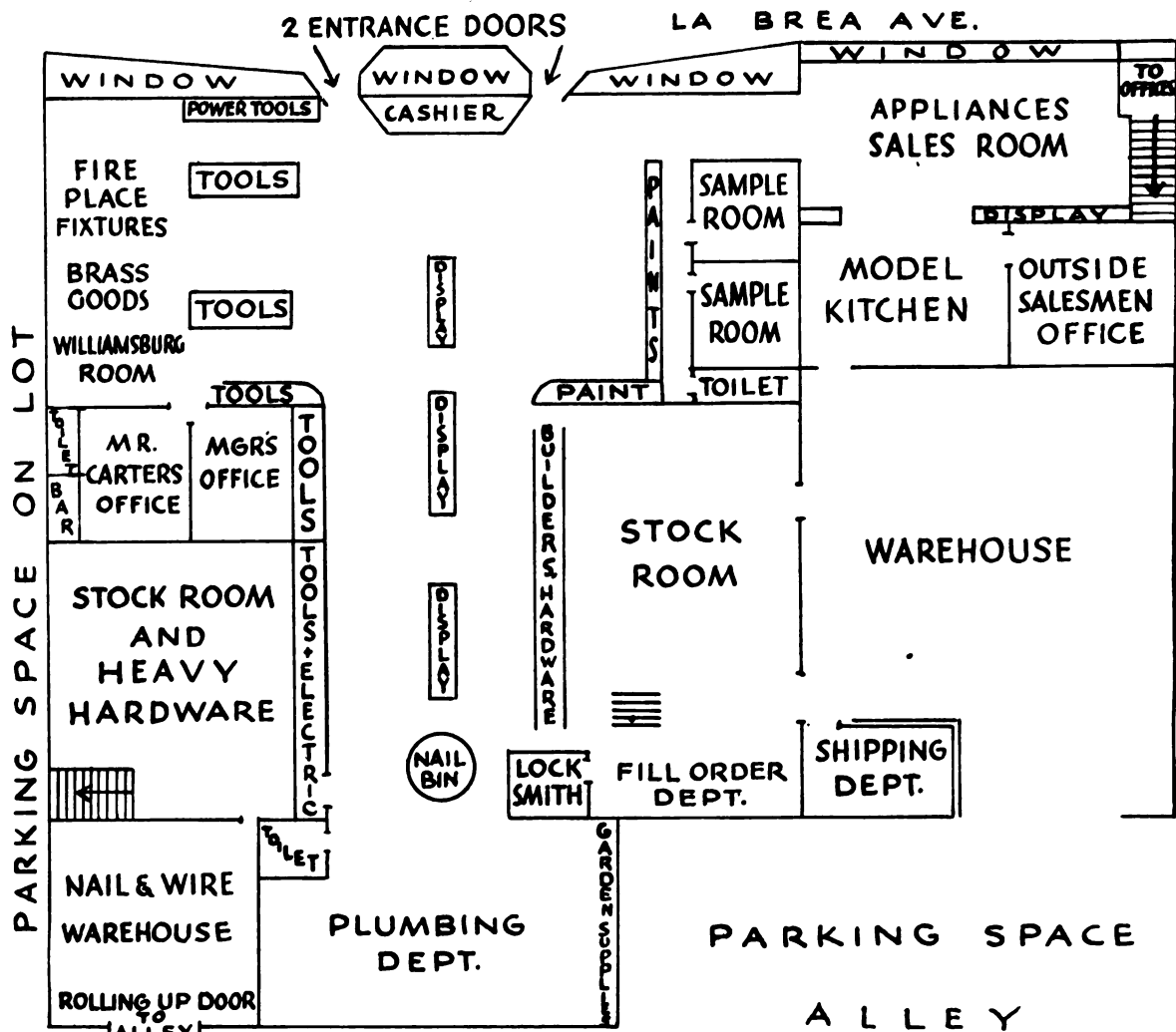
Nationally Advertised in Popular Mechanics, Popular Science, Popular Home-Craft and Home Craftsman. Full Dealer Helps!

SUNSET EQUIPMENT CO.

1813 W. 11th St., Los Angeles 6, Calif. • FAirfax 7565

Get These Special
SPINDLE ATTACHMENTS
for MULTIPLE SPINDLE SPEEDS

Note: When ordering, specify use and shaft or spline size.



Floor plan of the expanded showrooms of the company. Over the main floor are mezzanines, stock rooms and general offices—none of which appear in this plan.

"In building your house . . . please remember that hardware has become an important factor in the interior ornament of today's building.

"When you build, you want help from someone who knows . . . someone as interested as you are in getting the best possible home for you . . . your architect is that someone. His reputation depends on it, and the ethics of his profession demand it. He acts as your representative in solving technical and legal problems: he becomes your purchasing agent in selecting the needed materials. He sees that the costs are in line, he knows the reliable firms. There alone the architect has often saved the homeowner his entire fee. If you listen to his advice, you are sure to get good results with a minimum of changes or repair costs later on."

Backing up the firm's advertising are operating features and methods. All employees attend a general meeting at least once a month to discuss problems, policies and merchandise. Outside salesmen attend a sales meeting on an average of once a week. The cashier is at the entrance to the store at which point is located the telephone switchboard connecting with 21 parts of the establishment.

To speed up credit transactions, the credit manager has a direct 'phone from the sales floor.

Acme Hardware was established in 1926, at other quarters, one of the two present buildings at La Brea Ave., having been constructed in 1941. Officers of the company are: Mr. Carter, president; Jack Levine, vice-president and general manager, and Michel Verb, secretary and treasurer.

The Evolution of the Fastener Industry

(Continued from page 131)

for driving, a hole had to be bored. When the introduction of machinery created a demand for machine screws (about 1800), the inventor of the slide rest for lathes, Henry Maudslay, realized that no two screws were alike in thread forma-

tion, and that no one screw fitted in a hole bored and tapped for another. Nuts fitted to bolts had to be tied together, and if they became separated or mixed a hopeless puzzle resulted. Maudslay designed special equipment, and with

ELIMINATES BACKLASH

IN BAIT CASTING!

the NEW ASHAWAY SLIP-CAST REEL for light lures

The most talked-about new sporting goods item in years . . . the sensation of the National Hardware Show! Amazes old-timers . . . fascinates beginners . . . the first adaptation of the spinning-type reel to bait casting requirements . . . simply can't backlash! Opens a broad new market to sporting goods dealers.



Easily adjusted drag

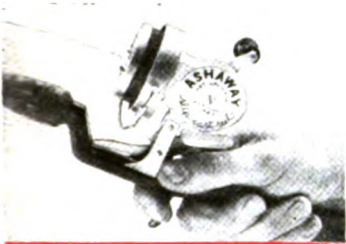
Mounted on top of rod . . . reels with right hand . . . permits use of extremely light tackle . . . assures accurate casting . . . fits bait casting and spinning rods. Built by Ohio Tool Company of Cleveland to *Ashaway* Specifications under *Ashaway* Supervision.

PRICED TO RETAIL AT \$22.50

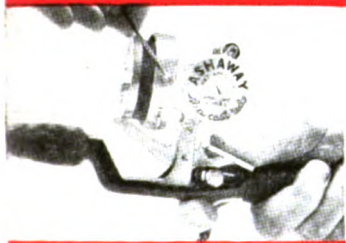
FEDERAL TAX INCLUDED

CAN BE MASTERED BY ABSOLUTE BEGINNER IN FIFTEEN MINUTES . . .

WE PROVED IT . . . SEE HOW SIMPLY IT OPERATES



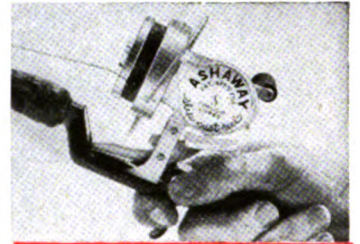
1 Nothing unfamiliar or complicated to master . . . the *Ashaway Slip-Cast Reel* in position with line bale down, holding line firm.



2 Preparing to cast. First, the trigger is pressed, lifting the arm against the bale. Then with the trigger held firm, the bale is lifted.



3 Raising the rod for the cast, the thumb holds the trigger pressed down, thus keeping the line from slipping off the reel.



4 With the forward motion of the cast, the trigger is released completely permitting the line to slip off the reel. No backlash possible.



5 A touch of thumb on the trigger halts the line instantly . . . equally accurate for overhand, underhand or backhand casting.



6 Reeling in—the turn of handle flips the line bale into action, while the in and out spindle motion gives even placement of line on spool.

**ASHAWAY SLIP-CAST LINES
NOW AVAILABLE**

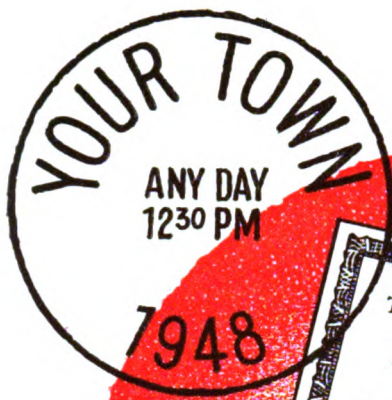


A Slip-Cast Reel for surf fishing will be ready in the Spring of 1948.

Now being presented to the trade by

ASHAWAY, INC.

Westerly, Rhode Island



Direct Mail Coupon Brings 'em In

By direct mail this smart folder goes to the Kyanize dealer's paint-prospect list featuring a new Home Decorating Book (in colors) by the makers of Kyanize self-smoothing Paint Products. There's a coupon that brings 'em in.

Widely advertised in the nation's leading magazines, this beautiful Home Decorating Book is *free* only at Kyanize stores.

To be sure you have your supply in time, write us today.

*For users, the LIFE of the surface.
For dealers, the LIFE of the store.*

BOSTON VARNISH COMPANY
Boston - Chicago - Los Angeles - Montreal



great effort finally produced a uniform thread which for the first time made possible the interchanging of same size screws. This start in screw interchangeability gave impetus to the manufacture of machines, and was even more valuable in the making of repairs and replacements.

The next important step in screw making came about when a German clock maker, named Colbert, introduced drawn wire to replace forged rods for screw blanks. Through gradual improvements, wire became much cheaper and far more uniform than forged rods for screw making.

As the use of machinery increased, the need became greater for a more uniform thread in machine screws. Sir Joseph Whitworth, a former pupil of Maudslay, began in 1841 to urge the adoption of a single uniform system by all screw manufacturers. After years of effort, his standards of uniformity were gradually accepted.

The Greatest Improvement

Without doubt, the greatest improvement in the form of the wood screw was made in 1846. This improvement made possible the modern wood screw. Although several patents were issued in the 1830's on wood screws which would not require the boring of a hole as large as the solid cylinder of the screw before it could be turned in, the results were not completely satisfactory.

The first American patent in connection with machinery for making screws was granted in 1790, and the first enterprise for the manufacture of screws in America was undertaken in 1810. A machine for making a screw with a point was patented in 1842. But going a step further, a machine for making a wood screw with a "gimlet point" was patented in 1846. In the same year a gimlet screw was patented and soon made practical. At last, it had become possible to produce a wood screw that could be driven without boring a hole in the parts to be fastened. American screw manufacturers recognized the great advantages of this new type screw and

quickly adopted methods to produce it.

After centuries of crude hand-made screws, the first advance in screw making came with the development of the lathe and invention of the machine. The second important advance was made about 100 years ago when the first partly automatic screw machine was patented and used in modified form by the larger American companies. Previous to this invention, the machine operator had to hand feed every screw separately. Obviously, production was slow and costly.

About 1850, machines were developed with automatic feed hoppers which held a quantity of screw blanks and fed them continuously into the machine. One hopper-fed machine turned the heads, sawed the slots and shaved off the burr left by the sawing. Another hopper-fed machine completed the operation by forming the point and cutting the thread. These machines were automatic to the point where one operator could attend to several machines, and by 1854 these machines had cut the price of screws in half! With this great reduction in price, and increase in production, the complex machine of today was made possible. Many new fields of employment were opened, and machines gradually developed into the high speed, automatic equipment of modern times. As is well known, it is the speed, capacity and efficiency of modern machines that make it possible to mass produce articles at prices the average wage earner can afford to pay.

Part 1 of a four-part article on "The Evolution of The Fastener Industry." Part 2 on Bolt and Nut Progress will appear in the February 26th issue of HARDWARE AGE.

Newspaper Within a Newspaper Type of Ad Gets Results

(Continued from page 123)

small town weekly newspaper. The copy is scattered with names of customers, and written in an informal manner.

Here are some excerpts from two recent ads which are typical: "Ed Stobbs of Miller, S. D., the



THIS BOOK is PRE-SELLING Chromtrim
"Trim-it-Yourself"
METAL MOULDINGS
to Homemakers
from Coast-to-Coast

Powerful national advertising . . . constant publicity . . . and well-timed promotion are selling Chromtrim's "Trim-it-Yourself" metal mouldings faster than dealers all over the country can reorder. Chromtrim's coordinated campaign is building up an overwhelming customer demand for these handy, decorative mouldings—a demand that will pay off in extra sales for you. Get your share of this profitable business by cashing in on Chromtrim's 8/60 Deal now! Join the more than 10,000 dealers who are selling Chromtrim to their customers in convenient pre-wrapped packages for a thousand household uses.

YOU GET MAXIMUM PROFITS AT A MINIMUM INVESTMENT WITH CHROMTRIM'S FAMOUS 8/60 DEAL

Here's what it offers you: Ten 6 ft. lengths of each of 8 different consumer-tested "Trim-it-Yourself" metal mouldings, pre-packaged and ready for sale. PLUS: 1. The compact, colorful (24" x 16") Chromtrim "Silent Salesman" merchandiser. 2. Eight metal snap-on price tags. 3. Metal dispensing tray and nails. 4. Supply of 100 consumer instruction folders. 5. Free copy of "Trim Ideas" for home use. 6. Three color, 11" x 14", display card. 7. Window Display.

All for \$55.80



R. D. WERNER COMPANY, INC.
 295 Fifth Avenue, New York City 16, N. Y.

Dept. HA-248

Please rush full information on Chromtrim "Trim-it-Yourself" special 8/60 merchandise deal, including Dealer Mat Service data and your free copy of "Trim Ideas". I understand there's absolutely no obligation on my part.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

STATE _____

R. D. WERNER COMPANY, Inc.

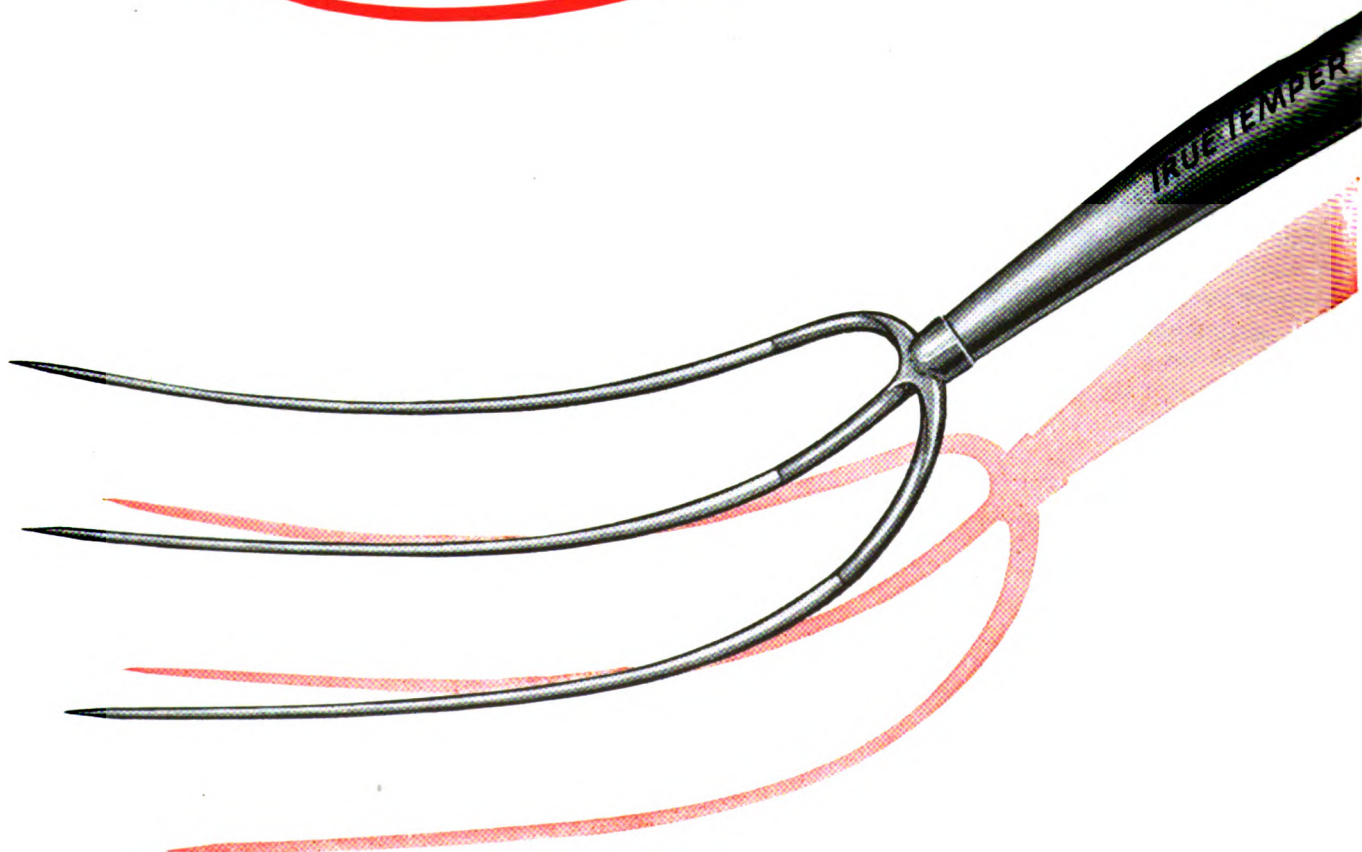
295 Fifth Avenue
 New York 16, N. Y.

Manufacturers of

Chromtrim

In Canada:
 R. D. WERNER COMPANY LTD.
 PORT DALHOUSIE, ONT.

**IF IT'S TRUE TEMPER
IT'S TOPS!**



SEE AND BUY IN YOUR HOME TOWN HARDWARE STORE

prop. of the Stobbs' Oil Co., recently purchased one of our deluxe bathroom sets. We always appreciate business from Ed and his Miller friends."

"George Ullrich of Faith, S. D., has just purchased one of our fine steel bathtubs for his home—the kind with that beautiful porcelain finish. George tells us that more of

the Faith folk are coming in to see us. Thanks, George!"

The company also boosts its radio news broadcasts in the "News." Many times the "News" mentions one of the Johnson customers.

As a final proof of the popularity of the ads, many fan letters are received each week.

What Ever Became of Opportunity?

(Continued from page 137)

ernment gets \$2.3 million (\$1 million from corporate taxes and \$1.3 million from individual income taxes).

Now, assuming that there is no recession in business and that the market for newsprint stays up, the owners of this new enterprise will take out in the first 10 years, net after taxes, \$2.3 million net profit. The government, in corporate taxes and in personal income taxes, will take \$22.7 million in those 10 years.

The owners will take all the responsibility and risk. But the government takes 10 times the profit of the owners, with no risk and no responsibility.

And the government is not through yet. If, in 10 years, one or several of the partners die, it may be necessary (since these men would be in the 70 per cent inheritance tax bracket) to sell the mill to pay inheritance taxes.

This is how our tax legislation destroys all incentive for future investment in expanding American production. This is a method of nationalizing future industrial development by a system of confiscation.

Now I do not ask you to shed any tears over my rich friend. He needs no sympathy from us. But *we need him*. We need that new industry in Alaska, which his willingness to gamble could give us. He can decide not to gamble and he still has his money. But we are "out" a new industry.

This kind of investment discouragement is not something that just happened this year or last. The record shows that, from 1929 to 1938, less than 14 per cent of the value of the production of all

goods and services was re-invested in capital goods. This compares with 20 per cent plowed back in the annual average from 1869 to 1928.

The most conservative appraisals tell us that we must re-invest back in our plant and equipment approximately \$42 million from each year's production. Currently we are substantially below that figure. No amount of hard work, inventive genius, or resourcefulness can substitute for this absolute necessity. Unless there is an incentive for capital to invest in constant modernization and improvement and new enterprise, our production machine will begin to slow down and—eventually—it will go into reverse. This is not a new concept. The failure of Great Britain to continue its capital investments in plant and equipment in the years prior to World War II stand out now as the basic reason for her production failure during the present crisis.

I am not conducting an argument for or against taxes, for I am no tax expert. I recognize that we must carry a heavy tax burden to pay for the war. We must even add to that a large amount to help Europe and the cause of peace. But the dilemma is that there is no hope of paying such a tax burden without full production. This tax burden cannot be carried unless the American industrial machine goes at full speed.

I do not mean to name a figure for a tax burden which the nation can comfortably carry. But I am confident that it can be said that America has a tax system which, through its attrition on incentives, is sucking the lifeblood out of our economy.

TRUE TEMPER

THE 8 STAR LINE

1 ★ HAMMERS:
Dynamic Nail and Ripper. Exclusive patented design.

2 ★ HATCHETS:
Patented Dynamic Design. Power centered balance. Years ahead in value and utility.

3 ★ AXES:
The Perfect and Flint Edge. Balance and utility wins universal user preference.

4 ★ SHOVELS:
The Solid Shank and the Dynamic forged socket ... both forged in one piece from a bar of steel.

5 ★ STEEL GOODS:
Value leaders for more than 100 years. Fire-Hardened handles add extra utility.

6 ★ RODS AND BAITS:
The Rod of Champions ... The Lure of Experts.

7 ★ HEDGE AND PRUNING SHEARS:
Complete new line, finely designed for top efficiency.

8 ★ GRASS CUTTING TOOLS: Complete line of quality tools produced by modern methods on modern equipment.

THE AMERICAN FORK & HOE COMPANY • CLEVELAND 15, OHIO

TRUE TEMPER PRODUCTS

*Fine Tools • Fishing Rods
Golf Shafts*

The Ad-Viser

Ten Tested Ideas for Successful Radio Shows

Organizing a radio show that will be interesting is a difficult matter. This article gives some ideas that should do a great deal toward making the work easier

Part 14

By IRVING SETTEL

*Advertising Manager,
Concord's, Inc.
Instructor of Advertising,
Pace Institute, New York City*

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"HOW can I make my radio advertising outstanding and have it do a bigger selling job?" That basic question is in the minds of all hardware merchants who use radio as a medium.

The answer, of course, is not a simple one. For example, a retailer could saturate the air with short commercials. This method is effective but has its limitations. It is expensive and sometimes loses more good will than it can build up. Another possibility lies in the buying of an established, high-rated show. However, this is sometimes too costly for the average small town advertiser. Besides, after buying the show, he often discovers that he is bucking some stiff competition in the form of the network shows.

Local Show—Home Talent

When the other ways are ruled out, there is one recipe which almost invariably pays off. A hardware dealer can build his own local show with local talent. This not only possesses home town flavor but becomes associated with the "personality" of the advertiser. If the program is a good one, it can continue for years and years, always bringing customers into the store.

The next question which arises is, "What sort of program is a sure fire hit?" Here, too, there is no single answer. Hundreds of different shows have been tremendously successful. Others have been complete "duds." A success-

ful radio show for retailers is one built upon a foundation of inspiration and perspiration. Research and investigation are often necessary. One important rule is to know your listeners; about what are they thinking; what do they like to hear on the radio; what can be offered to which people will listen with interest?

Behind all our efforts is the desire to bring customers into the store. We must never lose sight of that. If we can attract a substantial audience, a good commercial will sell hardware. Interest in radio shows can be stimulated with newspaper ads or direct mail but nothing can substitute for word-of-mouth praise for a popular program.

Something original, entertaining and with a refreshing twist is

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EDITOR'S NOTE: The author solicits readers' advertising problems which will be treated in an "Ad-Clinic" running concurrently with this series.

Send your problems and your ads to the author in care of Hardware Age. Good examples of hardware store advertising will be welcomed.

not easy to find. "The Ad-Viser" has made a survey of various programs throughout the country in an effort to determine the different formulas for success. The result is the following good radio shows which can easily be adapted for your own use:

Ten Tested Ideas

1. One store in California is using a show called *Request Performance*. Listeners are invited to submit requests for songs which are aired in the form of recordings. In addition, between numbers, fashion news or sport news (depending upon your audience) is offered. Guest appearances add to the interest of the program.

2. One hardware merchant is using a very successful program which gives away hardware items. In between recorded music, questions are asked over the telephone. Names are chosen at random from the telephone book. The jackpot begins with an inexpensive gift, the value of which is increased with each telephone call until the correct answer is given. An average of five calls builds up the award to \$50 value. The winner must come into the store to get the award.

3. A retailer in Mississippi has a radio show which gives out birthday gifts. The recipient of the gift depends upon a wheel which is marked off into 31 days and 12 months. The first spin determines the month. The second spin indicates the day. The first listener

Celebrating 80 Years of Toolmaking

MILLERS FALLS PRESENTS A NEW DRILL

ASY-GRIP HANDLE

igh, durable
stic. Contains 8
points 1/16"
11/64". Long
ugh for stand-
twist drills.

NO. 104

ENCLOSED GEARS

LITE" NDLE BEARING

CAST ALUMINUM ME AND GEAR COVER,

80th ANNIVERSARY

1/4" HAND DRILL

NO. 104

Complete
with 8
drill points

\$5.00

LIST

If you know Millers Falls, you know that this company does take tools lightly . . . that any Millers Falls tool of new design must meet high standards of performance and durability, and of definite selling advantages as well. That's characteristic of this new drill. Long planned, its release is timed to celebrate the company's eighty years of toolmaking.

Exciting in design, colorful, beautifully built, the new No. 104 1/4" Hand Drill is available immediately from most jobbers. Order a reasonable stock now; display them and watch them go.

MILLERS FALLS COMPANY, GREENFIELD, MASSACHUSETTS

Two-minute Demonstration of Real MACHINE-CUT GEARS Clinches the Sale

Big difference between this Millers Falls tool and other enclosed-gear drills is the gearing. Drive gear is no ordinary die-casting but *machine-cut cast iron*; it meshes cleanly with the machine-cut steel pinion to deliver smooth performance year after year. Let the prospect see and feel these gears. Just slip a penny in the screw slot, take off the gear cover, show him and tell him.



COUNTER DISPLAY FREE with Initial Order of 4 or more

Occupies less than half a square foot of counter or window space, tells the sales story in a nutshell, shows off the tool.

NEW TRUE-RUNNING CHUCK with three hardened jaws and skirted back



Millers Falls Tools

calling the station whose birthday coincides with the wheel spin, wins a birthday gift.

4. A *Man on the Street* show is being offered to listeners by a hardware store in Texas. The show takes place in front of the store. Passers-by give interesting bits of personal history, ideas, etc. Hardware items are awarded for correct answers to simple questions asked by the announcer.

"Gifts for the Bride"

5. Here's an idea that is especially adaptable to the hardware trade. It is called "*Gifts for the Bride*." The announcer requests listeners to send in names of prospective brides. Selection of the chosen participant is made on the basis of the best letter. The winner is called before the microphone. She is interviewed about her wedding plans, her future, etc., and then is presented with gifts of flowers, household utensils, etc., which are picked up at the store.

6. An *Amateur Radio Theater* is being successfully conducted by a retailer in the East. Contestants are chosen from letters written by listeners. The entire program is run by amateurs. Even the commercials are written and announced by winners. The new talent presents news reports, a short dramatic skit, songs, etc. Radio listeners vote for the best by mail and the winner receives a \$100 watch, plus an audition in a New York radio studio.

7. One store offers a *Variety Program* consisting of a combination of news, criticisms of local motion pictures, music and whatever else seems important to the average listener. The store's service or particular items of merchandise are featured on the shows as special news bulletins.

8. Another mid-western retailer features a series of baseball talks by the local softball league umpire. Interviews with local players are conducted. Questions from the listening audience are answered. Although this sounds like a strictly male program, the store manager insists that many women are listeners and sales have been extremely good as a result.

9. One hardware dealer runs a show called "*Blessed Event*." Listeners are invited to send in the names of newly born children. Inexpensive rattles with congratulatory cards are sent free to each baby. Each week, one proud father is chosen to appear on the program. He is interviewed and sent home with many gifts and good wishes.

10. A club entitled "*Come and Get It*" is sponsored by a local retailer in New York. Members request tunes to be played on the air. In addition, the program has club news and announces special buys for club members at the store. One interesting feature is that the dues are applied toward a future purchase which is sold to members at a 10 per cent reduction.

Of course, good programs alone will not do a complete selling job. Commercials or direct sales messages are necessary to urge the

listener to "join the crowds" at "Blank's" store. While the average retailer may never be called upon to write his own commercials, the following rules will assist in intelligent criticism and improvement. Carefully check commercials for:

1. Words used should be selected for their sound value.

2. Statements should be as simple as possible. Sentences should be short.

3. Sincerity is of utmost importance to do a good selling job over the radio.

4. Copy should be fast moving and friendly, enthusiastic and convincing.

5. Repetition is good but don't overdo it.

6. Don't say too much. Just say enough to put your message across effectively.

In the next issue we'll discuss 10 ways to achieve more effective headlines.

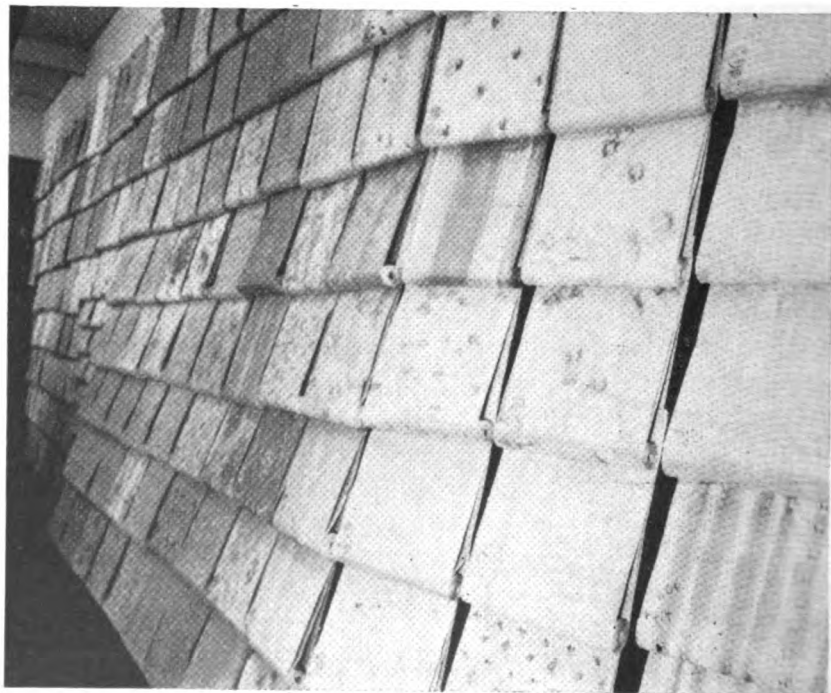
300 Wallpaper Patterns Attract the Housewife

THE housewife who comes to Westphal's hardware and paint store in Manitowoc, Wis., for wallpaper is able to choose the paper she wants, because the store has more than 300 patterns on display.

Herb Westphal, owner, says that this display of wallpaper is a great aid in making sales. In the first

place, it makes every housewife who enters the store conscious of wallpaper, and secondly, it enables her to go ahead and select her own pattern in case salesmen are temporarily busy waiting on someone else.

When the housewife browses among so many patterns she often sells herself, says Mr. Westphal.



Ranged down one wall, this wallpaper display always catches the eye.



Open for business ... 24 hours a day!

Every minute of the day, the 'yellow pages' of your local telephone directory are ready with buying information . . . for buyers who are looking for a particular brand or a special type of hardware you sell, or the services you offer.

When you advertise in the 'yellow pages' you're making it easier for prospective customers to find you. The Classified ('yellow pages') is where people look when they're ready to buy. It tells them "where to buy it."

For further information, call your local telephone business office.





□ □ □

The paint section is both neat and compact. Note the sandpaper racks at end of fixture which is at the entrance to the appliance section.

□ □ □

"Know How" Helps Them Attain \$60,000 Mark in Paint Volume

Mell's Hardware staff sounds out customer on the job he has in mind and tells him how to do it. Repeat business swells annual profits

THERE is no month of the year in which paint cannot be merchandised in quantity if the proper technique is used.

Working on this basis, Mr. and Mrs. Leslie Mell, of Mell's Hardware, 2309 Atwood Ave., Madison, Wis., attain an annual volume of \$60,000 on paint and varnish and supplies, in a medium sized hardware store on the outer east side of the city.

Practically 75 per cent of this business comes from city homeowners who do a lot of interior and exterior painting through the help they receive from the owner of this store and his staff.

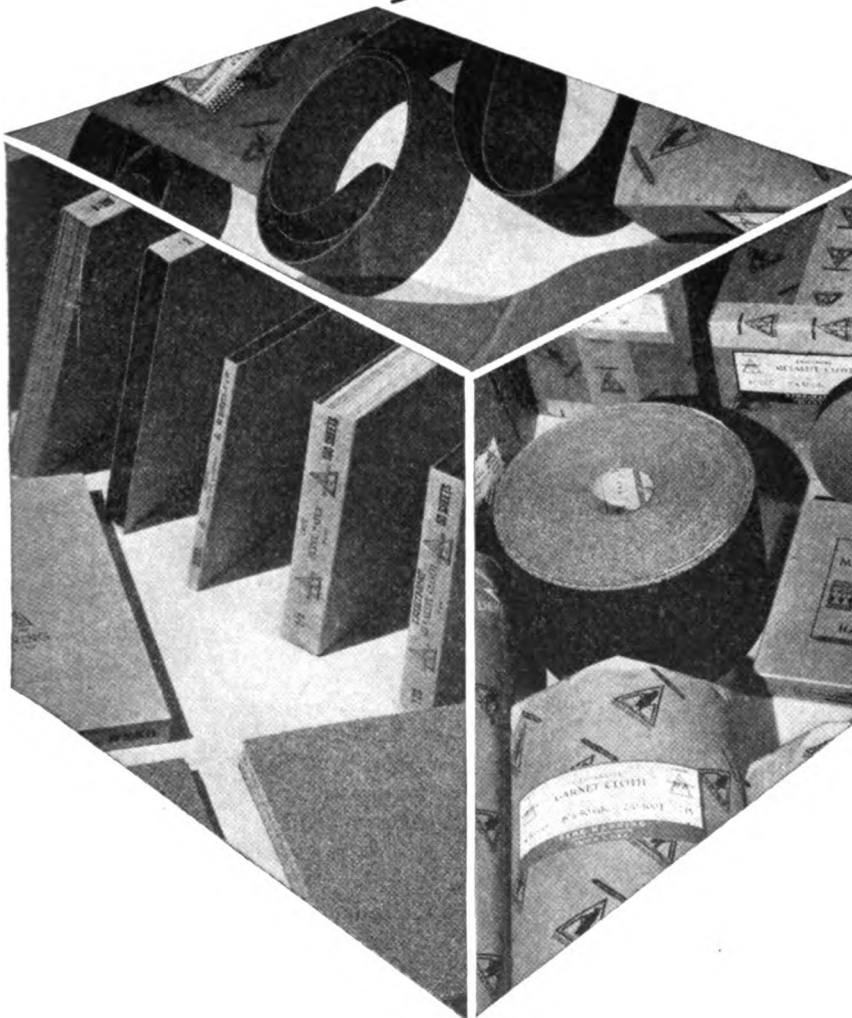
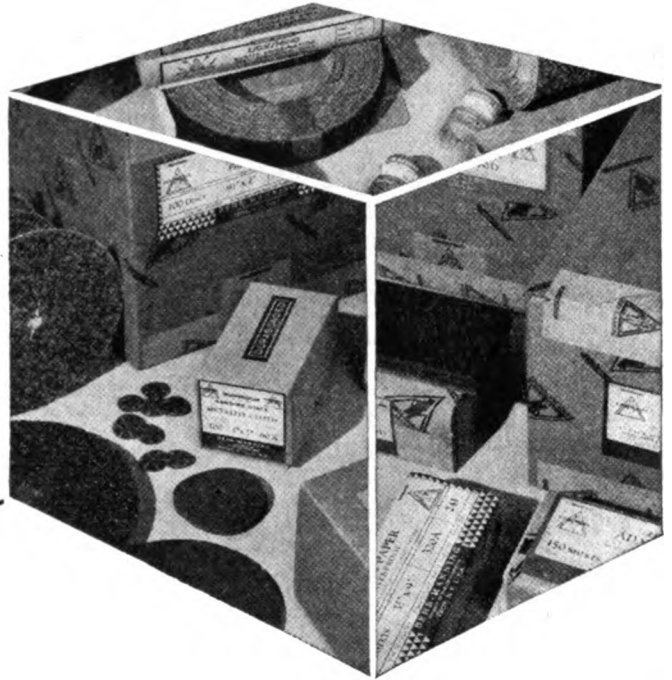
Mr. and Mrs. Mell attribute their unusually large paint volume to the fact that they extend a great deal of help to every paint

and varnish customer. Large, regular, up-front wall displays and numerous attractive paint windows during the proper seasons publicize the line.

"The homeowner who comes into the store to buy a small can of interior paint is a repeat customer, provided he gets a good job," says Mrs. Mell. "It is our

PRESENTING

SERVICE PACKAGING OF COATED ABRASIVES



Service Packaging brings to distributors, dealers and consumers a new convenience and economy in the buying, selling, handling and use of coated abrasives.

Completed after two and one-half years of research into the packaging requirements of our customers, it provides five improvements: standard master packages—standard component resale packages—decimal counts—brand recognition by colored labels, and line identification by wrapper design.

The complete story of Service Packaging is interestingly told in our attractive 24-page book, your copy of which is available on request.



BEHR-MANNING

(DIVISION OF NORTON COMPANY)

TROY, N. Y.

SLAYMAKER Padlocks Sell from this Free Display Board



No. D109 Illustrated
(No. D119 is Silver finish)

This bright red display board is *free* with any one of Slaymaker's "D" Series popular priced padlocks. Like an extra salesman in your store, it will make extra profits for you. Your jobber can tell you all about these newest Slaymaker Displays. Ask him today.

SLAYMAKER
LOCK CO., LANCASTER
PENNSYLVANIA, U.S.A.

Makers of the World's most
complete line of Padlocks

task as merchandisers to see that the customer makes full use of the proper directions, so he gets a satisfactory job. By being friendly, asking a few questions and encouraging the customer on the idea that he can do fine work if he is careful, we do our part to get him to tackle the paint job in the right frame of mind. If he has success with that particular one, he is ready to try another interior job, and so he comes in for more paint."

Mrs. Mell points out that the store staff never rushes a paint customer. They take the time to give the customer opportunity to ask questions about any work he is contemplating and they also do their own share of questioning so as to make sure the customer has all the information needed for a satisfactory paint or varnish job.

Part of the firm's paint merchandising policy is to have plenty of color charts and other paint instruction material on display. This encourages the customer to browse through the material, ask questions and take home folders to aid him in making the most of his purchase.

Mrs. Mell points out that the firm gives prominent up-front display to paints, because it is an item which sometime during the year will attract the interest of almost 99 per cent of the traffic that enters the store. Home own-

ers and renters alike all have use for paint, varnish and supplies.

At the entrance to the firm's appliance division, located in an adjacent store, the Mells have a neat, interesting display of sandpaper. Various grades of paper are displayed full length behind wire clips.

Four rows of this sandpaper, three stacks to a row, quickly attract the attention of paint customers. "Should I use sandpaper with this paint job?" some of them may ask.

This gives the salesman an opportunity to step to the sandpaper display and point out the uses of the various grades. This not only sells more sandpaper, but it aids the customer in obtaining a better paint job.

They See the Sign

Paint is advertised alongside the firm name on the front of the store. A large paint sign is also placed along the top of the side of the building facing a filling station, owned by the Mells, and is clearly visible to people coming along the street.

In the spring, Mr. Mell plans a remodeling program which will permit the firm to install a sizable wallpaper department. He believes that his large paint traffic will help him to build a profitable wallpaper division.



Everything in this department is right where the customer can see it. That and the service given by the staff help build up repeat business.

"HOW MUCH WILL 300 FEET OF $\frac{1}{8}$ "
MANILA ROPE COST ME?"

"I'LL HAVE THE
ANSWER
**RIGHT
AWAY**
ON THE
COLUMBIAN
CALCULATOR!"

THAT'S RIGHT! This **FREE Rope Chart**
Figures the Selling Price of Any Length of Any Rope —and does it
Easily, Quickly, Automatically!

Now you can save time and eliminate all possible errors
in figuring the price of rope that sells by the pound.
This amazing chart does all the work for you, and it's
absolutely free! Anyone can use it. Here's how it works:

- Spin the dial until the selling price of rope per pound appears at this window.
- Your selling prices per 100 feet for different diameters appear here.
- On the reverse side, an automatic chart for calculating selling price at any desired mark-up from 5% to 50%.



Get yours today Without Delay. There's
no charge or obligation!
JUST MAIL THIS COUPON!

COLUMBIAN ROPE COMPANY
400-70 Genesee St.
Auburn, N. Y.

I want that free chart that figures
selling prices automatically.

Name.....

Address.....

City.....

State.....

COLUMBIAN Rope Company
400-70 Genesee Street, Auburn, "The Cordage City", N.Y.

THE Editor calls for one more article on cutlery as we have some letters from dealers to tie in with it.

May has been selected for National Cutlery Month by the Cutlery Manufacturers Association. Its success depends upon the hearty co-operation of all branches of the trade. I understand there will be cutlery advertising in leading magazines and also that window streamers, cut outs, cards, etc., will be supplied to wholesalers so they in turn will supply their retail customers.

What can manufacturers, wholesalers, retailers and their salesmen do to help the campaign to excite more interest in cutlery and especially to stress the idea that hardware stores are the national source of supply of cutlery of quality, for every purpose.

First of all, I think the idea that hardware stores carry and sell cutlery of the *highest quality* should be emphasized first, last, and all the time.

Advertise to Women

Advertisements both for retailers and consumers should be based on the idea that women are the largest buyers of cutlery—the demand for shears, scissors and home table and kitchen cutlery is naturally greater than for pocket knives and also because hardware dealers have lost a good share of the women's trade. In women's shopping visits to stores the hardware stores stand well up on the list. We want more women to feel as much at home in a hardware store as they do in a chain or department store.

First of all, the manufacturer must be prepared to *fill the demand*. The people of the country are getting fed up on reports of shortages, scarcity of goods followed by high prices. This is especially true of our women who buy 85 per cent of all goods sold at retail. Manufacturers' salesmen from coast to coast must make an earnest effort to re-enthuse the wholesaler and their salesmen on cutlery selling. Manufacturers'

The Dean's Page

By SAUNDERS NORVELL



SAUNDERS NORVELL

presidents and top men should write the presidents and top men of their wholesale customers on reviving the life and interest of cutlery selling. These letters should be personal and to the point not just forms that waste good stamps. Remind them and their salesmen that the day of selling is back, and in business, now as always, the selling end of the business is the wholesaler's main job. In the years to come the only class of trade that will count and hold its own is the class that can produce the largest orders, and large orders are only produced by selling ability.

If a manufacturer's salesman can arrange to talk cutlery to a wholesaler's force of salesmen, so much the better. I have talked to many retailers and they *all* tell me that

wholesalers' salesmen have lost the knowledge and art of selling cutlery. The manufacturers' salesmen far excel them and, as a result, many dealers are now buying direct from manufacturers who formerly bought from wholesalers.

Now about the wholesalers. Here's a chance for their salesmen to show that they can still sell cutlery.

Heads of cutlery departments should start educating their salesmen individually and collectively. If possible they should arrange for a general meeting with a manufacturer.

The presidents of wholesale houses should write a personal letter to each salesman on cutlery. Comparative record of sales should be kept and published. Selling competition should be encouraged. After the May campaign is over a monthly record of cutlery sales of all salesmen should be mailed to sales force. The laggards would soon show up.

The Key Star

Now we come to the key star in this cutlery drama—the *retail dealer*.

Small ads repeated frequently are more effective than a big splurge at long intervals. Make ads personal and homely and be serious. Be in earnest—funny ads seldom pay. Make your drive at the women—"Mrs. Smith of Jones Street just bought one of our new six-knife kitchen sets to hang on the wall. Ask her to show you the set," etc., etc. Women like to see their names in print.

Arrange show windows and inside displays. Use cut outs and streamers as supplied by your wholesaler.

The week before May 1 send out a postcard to your customers about cutlery. You might remark that the one-cent postal was the only *un-inflated* thing in the U. S. A. You might suggest that Thomas Jefferson lends his picture to the message.

In conclusion, remember that after all is said and done the best way to sell anything is to *show it*. This applies equally to manufac-

Behind the **SAVAGE** MOWER

*a name your
customers **KNOW**
means quality
and value.....*



SAVAGE POWER CHIEF
(Models 75 and 85) —A
toe tip touch of the
pedal and you're mow-
ing... drop handle to
stop... speed control
under your thumb. Sim-
ple, trouble-free. Sells
on sight.

SAVAGE LAWNCHIEF
(Model 50) —Featuring
tool steel underknife
and reel blades pro-
duced by the exclusive
STA-TEMP process as-
suring uniform hard-
ness and longer cut-
ting edge life. Steel
bearings, positive
adjustment for
smooth, even cut-
ting. Newly designed
handle. A Savage
precision-built
product.

SAVAGE PONTIAC
(Model 40)—Built for
long, service-free op-
eration. Easy running,
well balanced, quiet,
with features found
only on highest priced
mowers, including
semi-pneumatic tires,
five-blade reel.

SAVAGE SUPERCHIEF (Model 60)

Savage presents four great lawn mowers for more sales and greater profits in 1948. Headed by the Savage Superchief and the Savage Power Chief, all four models are backed by long years of experience in precision manufacture. Let Savage supply your lawn mower needs for 1948.

SAVAGE ARMS CORPORATION

**STOCK
SAVAGE**

NOW FOR 1948

**LAWN MOWER DIVISION
CHICOPEE FALLS, MASS., U.S.A.**

Manufacturer of Rifles, Shotguns,
Lawn Mowers, Refrigeration Equipment

PREMAX

NOW!

House Numbers

Packed in Handsome Display Cartons at No Extra Cost!



DELUXE NUMBERS



HY-CASTE NUMBERS



ROMAN NUMBERS

Ask Your Jobber

Premax Products
Division of Chisholm-Ruder Co., Inc.

4801 Highland Ave., Niagara Falls, N. Y.

turers, wholesalers or retail dealers.

I remember a retailer who decided to sell more scout pocket knives. He put a wire "eye" in the ceiling over his knife showcase. He took a fine copper wire and suspended a scout knife *with all blades open* over the showcase just in line with the customer's eye. Usually a draft kept the knife swinging. Sales doubled. Sure the blades rusted. Then he used a new knife and sold the old one at cost. Sure people laughed. I knew another dealer who got a plastic hand—tied a string on the little finger and swung that up with a copper wire. "How come," asked customers. "Just to remind you of what you have forgotten on your list of purchases." It worked.

I have seen in New York papers a number of advertisements of spoons, forks, and knives flat silver-plated ware at *abnormally low prices*. The goods are offered in individual units, in sets of six pieces, and in wooden boxes. Some manufacturers must be making drives at bargain prices of this "blanked" but attractive line. These goods show up well and make a bright dressing for displays. Retail prices are interesting to women buyers.

Look up these manufacturers and see what they have to offer. Also see what you can do with manufacturers who are so busy with bargain prices on premium goods.

* * *

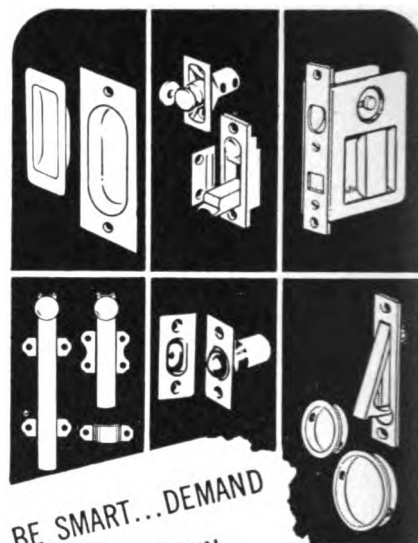
Letters Regarding Cutlery

Received By Our Contributing Editor—Saunders Norvell

Dear Mr. Norvell:

Have enjoyed your recent articles on cutlery. A large manufacturer was here last week and I had a long discussion with him about merchandising and marketing pocket knives.

As you know, precious few hardware dealers ever do anything to entice customers to come in the store to buy a knife. They "hope" that some of the store visitors may see their display and become interested. I have contended that if 500 people pass the store and only 50 come in and only five out of that 50 may even look at pocket knives, our industry's



BE SMART...DEMAND
QUALITY KNOWN
FOR HALF A CENTURY

ADAMS-RITE

Yes—the quality choice of Builders and their Contract Hardware Consultants!—those who know best always specify Adams-Rite solid brass hardware. Items supreme in quality, design and finish—the "jewelry" of Builder's Hardware—yet prices are low for such superiority. Consider where you may put these top quality items to use: RITE BALL LATCHES—trouble-free and jam-proof. Spring compression and ball projection adjustable. RITE SURFACE BOLTS—sturdy and beautiful—three rod widths—lengths to 48". Slide Bolts to match. SLIDING DOOR HARDWARE—Heavy-pattern, traditional designs. Locks, flush pulls and lifts, jamb bolts and edge pulls. RITE FLUSH CATCH for cabinets—positive action—easily installed. Write for catalog sheets and prices now!



**ADAMS-RITE
MANUFACTURING CO.**

540 WEST CHEVY CHASE DRIVE, GLENDALE 4
CALIFORNIA, U. S. A.

“batting average” is very low. Anyway, that manufacturer and I are trying to develop something which will make attractive window displays to excite interest in buying knives.

Sincerely yours,
LUTHER R. STEIN,
Vice-President, Gen. Sales Dir.,
Belknap Hardware & Mfg. Co.,
Louisville, Ky.

* * *

Dear Mr. Norvell:

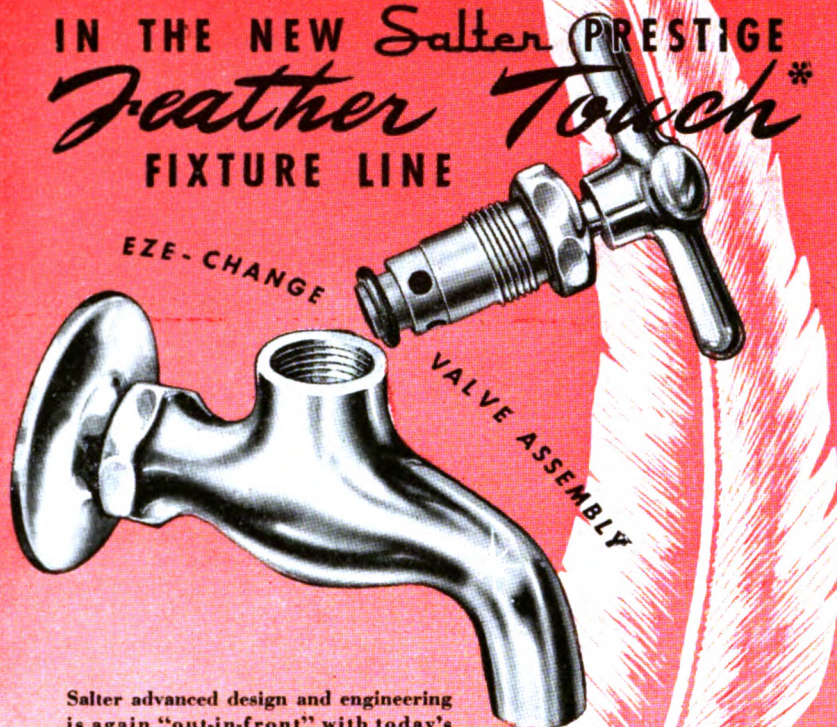
I have enjoyed your letters on cutlery. I started as a boy pushing trucks at Simmons Hardware. My salary was \$24 a month. I ate doughnuts and coffee for breakfast. For noon lunch there was a feast, for saloons in those days gave you real plate lunch for 5 cents with a glass of beer. I roomed at 2017 Olive St. and walked these long blocks.

I finally became “hear back” on orders. I knew all the prices by heart. You really had to work fast to keep up with 15 or 20 clerks. Mr. Pilcher would holler, “Armstrong—you, what is the price on 2461?” I used to get a kick out of him bawling out the salesmen on their cutlery sales. I went from there to helping mark cutlery in the sample department.

When you went to Shapleigh’s, I went along, working with Leonard Matthews, getting out sample lines. I worked every night for several years, climbing seven flights of stairs for which I got 35 cents supper money. I will never forget that old Shapleigh salesmen were not charged with their trunk of cutlery and even guns. For a while we didn’t have anything but red flannel, moth-eaten rolls. Then we got new plush rolls. You came up one day and asked if we could get certain salesmen ready to go to Seattle, tomorrow. I said no, we couldn’t send a man to Seattle with Diamond Edge cutlery in red flannel rolls; in a few days the Murphy Trunk Company got in some rolls.

There was one old Shapleigh salesman who I noticed was filling his pockets with pocket knives, he even brought back several sets of 1847. In those days the salesmen thought they had to give away something. They even took watches. He “cussed me out” and I let him go. I knew it wouldn’t be long till you would stop all that. Another fellow went over in Illinois and filled his pockets. Then I went to your office and explained. You immediately called your secretary, wrote this Illinois man to bring his cutlery samples and all he took out of the cutlery depart-

THE SIMPLEST and SOFTEST CLOSING VALVE KNOWN IS NOW FEATURED IN THE NEW *Salter* PRESTIGE *Feather Touch* FIXTURE LINE



Salter advanced design and engineering is again “out-in-front” with today’s simplest and most foolproof plumbing fixture valve. Just remove the streamlined cap—and there’s the works! Two patented “O” rings replace conventional metal seats, washers, and packing. These wear-resisting rings slide on a precision-machined, polished and chrome plated one-piece stem. A minimum of friction makes possible fingertip, soft Feather-Touch closing which cannot be found in any other valve. The stem wipes clean as it closes to provide unprecedented dripproof service. Laboratory tests have opened and closed faucets equal to 20 years’ service and they’re still operating perfectly. See this new Salter Prestige Feather-Touch line of Masterpiece fixtures at your wholesaler without delay.

H. B. *Salter* MFG. CO., MARYSVILLE, OHIO
and Division **THE GLAUBER BRASS MFG. CO., Kinsman, Ohio**

* PATENT PENDING

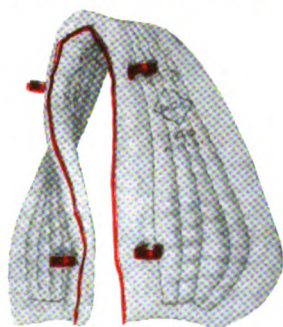


10 million

HORSES and MULES make a BIG MARKET

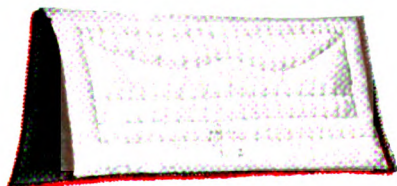
There are more than 10,000,000 horses and mules on farms in this country. That's a BIG market—and a profitable one for you if you stock and sell Ta-pat-co Collar Pads and Saddle Pads.

Ta-pat-co COLLAR PADS



- Your customers want them because they prevent collar choke, chafing, neck sores . . . increase pulling power. And your customers know Ta-pat-co, "The Pad with the Rust-Proofed Red Hooks."

Ta-pat-co SADDLE PADS



- Correctly designed for utmost protection . . . correctly constructed for longest wear. Outstanding favorite among horse men for years. Show them and you'll sell them!

Stock Ta-pat-co Pads NOW
Your jobber has them!

The AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio
CANADIAN BRANCH: CHATHAM, ONTARIO

ment and come in. You also wrote the Seattle man to send back what he had taken out of the cutlery department. Then you got out a letter, a foot long telling that samples of every item would be charged. Then, I told the salesmen, now don't take anything if you want a few pocket knives to give away I'll give you a few. Our troubles were all over.

After about 10 years, I wanted to travel but all I knew was cutlery. So one day you came up and said, "You want to travel and I am going to send you out. Do you know anything about hardware?" I said "no." "Well, Tom Hennessy is sick so you go over there tonight." You said that they were all good customers and if you don't understand some item just put down what they tell you, we will know. At Wabelau, Kans., I called on two boys. They asked if I had ever traveled before, I said no, and it was just what they wanted. They gave me a big order, for instance, 1/2 doz. square saws and several coils of rope and wire and no sizes. That night they sent a copy of the regular items and wrote the sales manager. They had a lot of fun but later they taught me a lot about hardware.

By the way, I would go to Wabelau to get a team and drive it myself all week. I always had my roll of cutlery. Then you sent me to Concordia, Kans. I didn't break the record selling hardware but I always carried plenty of cutlery. When we began giving 8-ft. show cases with so

much cutlery that in a year's time I had an 8-ft. cutlery case in every hardware store from Bellville to Goodland. The special man, Bill Barnum, used to come out and we sold cutlery by having plenty of samples.

In the last 10 years cutlery, especially pocket knives, got in a terrible way. Wholesalers' salesmen didn't carry samples and a wave of awful colored—handled \$3.50, \$4 and \$6 assortments appeared. Show cases began to be filled with them and display boxes with samples on top disappeared. Nobody makes any money selling \$3.50, \$4 and \$6 knives. I am selling cutlery and I have my car full of samples. I am selling better knives and plenty of them. Shears and scissors just left the market. I get them to stock 3 1/2-in. lace scissors, 4 1/2 and 6-in. and good manicure and nail scissors. This line got in the same rut with manicure and nail scissors from \$2.25 doz. to \$6 on cards.

I like cutlery and I am building a nice business. I live in Hutchinson and work Kansas and Nebraska. I know this is a long letter but I thought you would enjoy some of it. I never miss your writings in *HARDWARE AGE*. I want to thank you for your wonderful training.

Yours very truly,

H. D. ARMSTRONG

*Armstrong Sales Agency,
Hutchinson, Kans.*

Phillips' "Magic Door" an "Open Sesame" to Sales

(Continued from page 122)

year of the store's existence, and these items will be advertised as the anniversary specials. These will be priced from 9 cents to \$24.95 and each one will be a good value for the money. Some of them will be sold at cost. A lot of them will be new items, not previously carried in stock, but bought especially for the sale.

Full page newspaper ads will be used to illustrate and describe all of the items.

The store, in addition to its regular newspaper ads, sponsors a half-hour program of music, from 8 to 8:30 p.m., each Thursday. The music is never for the "jitterbug set" but always for an older, more conservative audience, which Mr. Hynson believes is the best one for his advertising message.

This program features two one-

day bargains. Special price offers are made on each Thursday broadcast for two popular items, one of which will be on sale at a reduced price the next day, Friday, and the other one on Saturday.

One week the special for Friday sale may be an alarm clock and for Saturday, a serving tray. The next week the Friday special may be a heating pad and the Saturday special a waffle iron. These items are always priced considerably lower than usual, but only for the days of the sale.

These specials are offered to stimulate store traffic, to increase interest in the radio program as a medium for advertising the store. Since these specials are advertised only on the radio the response indicates the effectiveness of the program.

Probably the outstanding of all the promotions which have been put on by the Phillips store is the one in which Peter McLaren, champion wood-chopper of America and Australia, representing Fayette R. Plumb Co., is brought to Cambridge each year for the Outdoor Show. Mr. McLaren challenges all comers to try to beat him in chopping through logs. These contests draw large crowds each day of the show. This promotion costs the store only about \$85, for the travelling expenses of Mr. McLaren, who is paid by the manufacturing firm for demonstrating its axes.

\$10,000 in Fishing Tackle

Because Cambridge is located in a sportsman's paradise, the store has a big fish and game department, and sells many marine supplies.

The store sells nearly \$10,000 worth of fishing tackle between March and October. Much of this is such material as seine twine used for repairing commercial fishing nets.

Another of the store's annual promotions is a fishing contest. It offers \$5 per month for the biggest rock, trout and hardhead fish, and the monthly winners are eligible for the grand award of \$100, which is given at the end of the season.

The hardware business was first started by the Phillips Packing Co., of Cambridge, as a source of supply for the 1001 items needed by canning factories. Just as the packing firm has expanded tremendously over the years, the hardware firm has grown large. Some years ago the wholesale part of the hardware business was separated from the retail.

One reason for this move was that too many good customers were asking for wholesale prices since they were making heavy purchases. Now any individual or firm buying in the store does so at retail and anyone seeking to buy at wholesale prices is referred to the wholesale establishment where they must prove that they are entitled to wholesale prices.

FEBRUARY 12, 1948

SPECIFY

Sun Ray

STEEL WOOL PRODUCTS

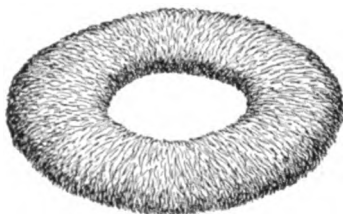
Millions of miles of long, strong strands of precision cut steel wool roll out of our factory every year. These are made into Sun Ray Products, a few of which are shown here. These products are uniform, efficient and *high quality*. They are the choice of fine craftsmen and good house-keepers everywhere.



Sun Ray Layer Built Pads are so constructed that every square inch can be used. When one surface has been used, fold back the layer and you've got a fresh new surface, again and again.

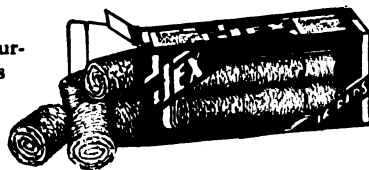


An unsurpassed line of Sun Ray Steel Wool makes it easy to pick the right grade—from superfine to extra coarse. But whatever grade is chosen there is only one quality—the highest.



Sun Ray Woolers are standard accessories for disc type floor machines which keep floors clean, beautiful and safe in many thousands of buildings. The exclusive radial strands work faster—and better.

Jex steel-fibre cleaning and scouring pads are known to millions as speedy, handy kitchen servants. They are so economical they can be "used a day and then thrown away."



**MAIL
TODAY!**

Fill out and mail in this coupon for complete information on Sun Ray Products.

The Williams Company, London, Ohio

Please send me, without any obligation, complete information on Sun Ray Steel Wool Products.

NAME _____

COMPANY _____

CITY AND STATE _____

Bassick

RUBBER CUSHION GLIDES



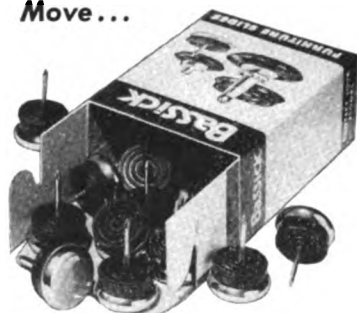
**Popular, Fast-Selling Glides
that Give:**

Easy Sliding Action

Quietness—Floor Protection

Flat, heavy-gauge, hardened steel
base. Live rubber cushion...pat-
ented, high-quality construction.

**Put Them On Your Counter
...and Watch Them
Move...**



No. CG-90 . . . $\frac{3}{8}$ " D.

No. CG-91 . . . $1\frac{1}{8}$ " D.

Order from your BASSICK Distributor,
along with Bassick Casters. THE
BASSICK COMPANY, Bridgeport 2,

Conn. Division of
Stewart-Warner Cor-
poration. Canadian
Division: Stewart-
Warner-Alemite
Corporation, Ltd.,
Belleville, Ontario.



Bassick

**MAKING MORE KINDS OF CASTERS
... MAKING CASTERS DO MORE**

The Phillips store carries many lines which might generally be found in department stores. Mr. Hynson says he stocks anything for which there is a demand, even to such things as rubber baby pants. He even added a line of disposable paper window curtains for summer vacationists.

Mr. Hynson has some big plans for the complete renovation and modernization of the present building which was built in 1910 after a disastrous fire had destroyed the previous store. These plans call for the use of large windows all the way to the rear of the store

along the side street. A handsome entrance will be built in the rear facing a new parking lot.

One of the primary objectives of the modernization and expansion program, which will probably be started this year, will be departmentalization of the store. For more efficient operation each department will then have its own cash register.

The first floor now has 750 sq. ft. of selling space. This will be doubled by the expansion and an equal amount of space on the second floor will then be utilized for retail sales.

Steel at the Crossroads

(Continued from page 134)

consumers questioned thought steel prices were too high. Even in that case some meant gray market prices. About 31.5 per cent said they were not too high or that they were about right.

Each steel firm knows that the minute it takes an unfair advantage of the present situation people will stop buying steel, the mills will get less orders, men will be laid off and the whole thing will go to pot. What some pugnacious steel men want to know, however, is why not let this happen quickly instead of stringing it out for a long period when the end will be the same anyway. The answer to that is the "end" might and probably would not be the same.

Between now and April 1 there will be enough words written to reach from here to Europe about whether or not the steelworkers will get a raise, whether they ought to get one and whether they should quietly go back to work and keep their contract (which says if no agreement is reached on wages the old rate holds for another year). Steelworkers feel that steel wage increases did not touch off high prices. It makes no difference to them what is presented to prove they did. They don't or won't believe it.

Anyway steelworkers don't think much of economics. They work hard, eat a whole lot and talk about the same things that other people do. But they don't

give a damn for statistics or what the cost of living index says. Here are a few things they think about the Bureau of Labor Cost of Living Index:

(1) Most steelworkers eat one or two meals besides the three they eat at home. They say they pay a lot more than the index shows. When it is hinted that they ought to eat less—we leave their answer to you.

(2) They think the rent index is a phoney. They say there are hidden costs. Most people who have rented a house or apartment or paid the extra curricular charges for a new home, know what they mean.

(3) As far as the clothing index is concerned they say a price is one thing and quality is another. What about the kids' suits they say which cost a whole lot more and last half as long. Is that a small increase in price or a doubling or tripling of price. If it isn't suits they will talk to you about shoes, shirts or anything that goes into their homes.

(4) The index applies to someone else not to them. They say they haven't any money left after pay day. Anyway where do those indexes come from and so on.

The gist of this is that steelworkers will get a raise this year if they have anything to say. It is true that weekly wages in steel in 1947 will average \$58.14, or 98 per cent greater than in 1939.

PREVIEW OF THE BIG IRONING NEWS OF 1948!!

Sit
down
to
iron

IT'S NEW...IT'S EXCLUSIVE
...IT'S PROCTOR!

You are going to hear a lot about this sensational new PROCTOR idea.

It's a new way to iron, a new way to merchandise, a new way to sell!

And it's been thoroughly tested with amazing sales results.

Proctor's national advertising will feature it—month after month—ad after ad.

Millions will read about it and will want to see and try the remarkable iron that makes it possible.



with the **PROCTOR NEVER-LIFT IRON!**

"It's an idea..." Don't forget the little things that help sell merchandise. For instance:

Always display your PROCTOR Never-Lift in Raised Position. That's what makes it different and calls attention to the widely advertised exclusive Never-Lift feature.

PROCTOR

PIONEER IN EASIER IRONING

PROCTOR ELECTRIC COMPANY PHILADELPHIA 40, PA.



**PREFERRED BY THE
MAN ON THE JOB**

TIGER GRIP

*The Work Glove that Outwears Several
Pairs of Ordinary Woven Fabric Gloves*

The man on the job has found that "TIGER GRIP" gives him more of everything he expects from a work glove! "TIGER GRIP" gives him *more* protection—because its specially knitted material contains hundreds of "loops" in every square inch, to cushion and protect the hand. He gets *more* wear—because these entirely different gloves outlast several pairs of ordinary woven fabric gloves! And he gets washability without excessive shrinkage! Treated with Johnson's "DRAX" to make it water repellent! ADVANCE Work Gloves are laboratory tested, and re-tested under actual working conditions!



**Send For New
CATALOG**

Big, new catalog lists full line of ADVANCE work gloves including leather palm gloves, flannel gloves, wire stitched gloves, welder's gloves, etc., as well as a complete line of safety and protective clothing for every industry.



"A Better Work Glove For Every Purpose"

ADVANCE
GLOVE MANUFACTURING CO.

DEPT. H, 901 W. LAFAYETTE BLVD.
DETROIT 26, MICH.

Detroit • Toledo • Chicago • Rome, Ga.

Already the HCL has taken about 65 per cent of that but the steelworker says that is phoney. What he thinks, he will fight for—through the union.

Steel management will have a tough time figuring out what to do—give an increase and raise prices again or take full advantage of the contract knowing full well that there will be trouble. The kind that will keep output from rolling along at a time when it is needed the most. Best guess is that there will be an increase—less than last year's—and a moderate and selective increase in prices on items which are steadily losing money such as, ingots, semifinished steels, coated sheets, etc.

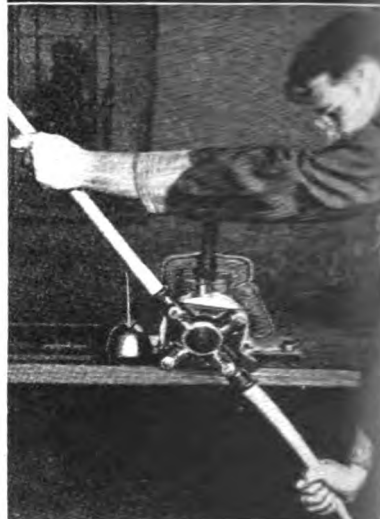
Productivity of Workers

If there is anything more loaded with dynamite than talking about productivity of workers, then it hasn't been invented yet. But the funny thing is that there is no true or even reliable measurement of employee productivity. That's right. Because that is what the best brains on the subject from companies, union and government said about a year ago. Privately they still admit it. But there are rough (very rough) attempts. It can all be summed up in a nutshell for steelworkers. Using the American Iron & Steel Institute figures it looks as if the average number of manhours required to make a ton of steel ingots in 1947 was 20 per cent less than it took in 1939 and about 12 per cent less than in the war years.

These figures are obtained by taking steel ingot tonnage and dividing it into the number of manhours worked by hourly, bonus and pieceworkers. No matter what you do with these figures or what interpretation is placed in them they show that in the first nine months of 1947 it took a fifth less manhours to produce a ton of steel ingots than it did in 1939.

Management says a lot of this is due to machinery, better equipment and better relations. Labor will, and has, said it is better workmanship, bonus to the company for higher wages and a desire to do a good job.

**Muscle Power
Wastes
Man Power!**



You can use your own hand
tools on the OSTER No. 422
Power Vise Stand



Let the 1/2 H.P. motor concealed in the case of the Oster Power Vise Stand take over the muscle-tiring job of threading, cutting, and reaming pipe. This modern machine quickly pays for itself in time saved compared with hand work. Standard range is 1/8" to 2" pipe. When the Oster Power Vise Stand is equipped with the special, universal drive shaft, pipe up to 6" can be cut and threaded in record time and with no effort. Send for Catalog "LIST NO. 22-A".

THE OSTER MANUFACTURING CO.
2028 EAST 61ST STREET
CLEVELAND 3, OHIO, U. S. A.

MANCO

Adds New Low Cost Cutter to its Quality Line of Hand Tools



IT'S BRAND NEW . . . Designed to fill the need for a cutting tool between the wire cutting plier and the higher priced bolt cutter . . . It's the Manco Jr.

COMPOUND LEVERAGE gives plenty of cutting power . . . cuts up to $\frac{1}{4}$ " mild steel rod or annealed wire —yet it's compact. Tool Kit size —12" length overall,

**Does More
Costs Less**

\$3.50
LIST PRICE

MANCO JR.

IT'S A TOOL OF 1001 USES for Industrial, Automotive, Farm and Home Workshop. And the Manco Jr. is ruggedly built to give real service.



Industrial Use



Automotive Repair Shop



Farm Use



Home Workshop

There has long been a vital need for a low-priced, medium size cutter such as the Manco Jr.

It offers power—only 50 pounds pressure at the handles gives you **TWO TONS** cutting force at the jaws. It's precision built with cutting jaws of the finest heat treated tool steel. And it's compact to fit conveniently in a tool kit.

The name "MANCO" too, means that behind the design, development and production of The Manco Jr. is the same "know-how" of manufacturing that has made the line of Manco and Carolus bolt cutters outstanding in their field.



The Manco Jr. can be used to cut mild steel bolts, rods up to $\frac{1}{4}$ " diameter, screws, rivets, nails, fencing, wire strapping—in fact any material up to heat treated or hardened steel.

Colorful counter cards (1 per dozen tools) and other dealer helps including newspaper mats are available upon request. Tools are individually packaged, packed 12 to the carton. Freight allowance 100 lbs. (8 dozen). Individual weight $1\frac{1}{4}$ lbs. each. The Manco Jr. is a big volume profit item.

Get started now . . . Order Today!

MANCO MFG. CO., Bradley, Illinois



Low tables with flat or tilted surfaces provided a quick, over-all view. Traffic flowed easily along the wide aisles.

Display Methods Make Inspection Easy At WAA Exhibit at Sunnyside, N. Y.

WHEN the War Assets Administration decided to display hardware and other surplus goods in an old Post Office Building at Sunnyside, Long Island, N. Y., it was faced with the problem of creating a lively, neat, and easily scanned exhibit of its huge and constantly changing stock.

There was plenty of space—a total of 30,000 sq. ft.—which might have been turned into a dull, confusing maze, straining the eyes, feet, and patience of would-be purchasers.

The problem was solved so successfully, however, that all merchandise could be quickly spotted and examined in a bright “non-GI” atmosphere. Strong fluorescent lights and gay, contrasting colors served as an effective background for the olive drab and metal materials.

The hardware department was identified by a bright chrome yellow sign with black lettering, and a hammer symbol on which the colors were reversed. Fixtures were painted a medium blue.

These fixtures, on which the entire orderly, time-saving arrangement

was based, were easily adaptable to retail stores. Because they were designed for unusual flexibility, they

Buying to Sell Profitably

IT is a commonplace thing to say that “goods well bought are half sold,” yet few businessmen appear to realize the importance of this statement. Any purchases can, through good judgment and good buying methods, render a business very profitable, while a buyer with bad judgment and bad buying habits will lose money for a business so rapidly that all profits can speedily be wiped out.

Sources of Information

Good sources of information for the retailer are the salesmen who represent either wholesalers or manufacturers. Most salesmen are actually traveling educators. When they are treated with tact and consideration, they can give the retailer many valuable hints and facts con-

were particularly significant at this time when new items were constantly arriving as a result of postwar re-conversion.

In the center area, groups of tables stand together to offer a wide surface area. Some have flat tops and others are tilted to bring the back items into closer view. For related items of different sizes, “staircase” units are used. These consist of three staggered platforms, and come in interchangeable sections.

Wall Displays

The largest and most ingeniously designed displays were arranged along the walls. Detachable panels, 2 ft. square, were mounted on vertical frames whose sections were slanted to be equidistant from the observer at eye level.

Adding to the clarity and effectiveness of the display is a detailed labeling system. Labels are attached to each item and, whenever possible, give the following information: name, description, condition, how it is packaged, unit of measurement, property location, whether offered under a program sale and dates of that sale, if price is fixed or arrived at through bids, if there is a priority to certain groups, price to certain groups and maximum amounts available to each.

Executed on an economy budget, the entire display was designed by Ross-Frankel, Inc., and the fixtures were built in the company's New York plant.

cerning his buying problems. Manufacturers' catalogs and labels are also profitable sources of product information.

Experience in buying over many years is valuable. But no retailer can pretend that his experience is so wide that he does not need more information. Talks with other retailers, reading of trade journals, and visits to markets can be made to produce handsome profits. Small retailers can profit from watching what the larger stores are buying and selling.

Consider These Points

When purchasing merchandise for resale, the following points should be considered:

1. What are its values?
2. What is its selling price?



Take a Selling Tip... FROM THREADWELL TAPS

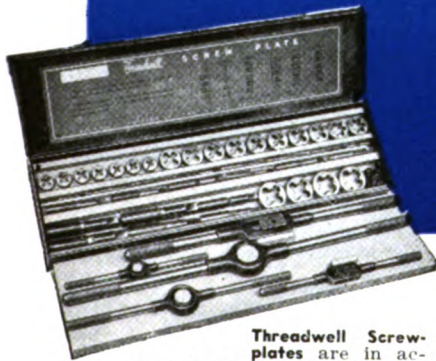
Threadwell Taps are known and accepted by every tap user that enters your store. Their accuracy and long life is unquestioned.

Threadwell High Speed Hand Taps have the exclusive Threadwell *i-dot-ification* feature — *red* dot on the shank for cut thread, *white* dot for commercial ground thread, *blue* dot for precision ground thread.

They come individually packaged in the famous Threadwell *tap-capsule* a transparent plastic tube that protects ground threads and permits selection without unwrapping. Threadwell Taps are COLD-TEMPER Taps, deep-frozen at 120° below zero to assure more holes per tap because of extra hardness without brittleness.

Write for Bulletin No. 431.

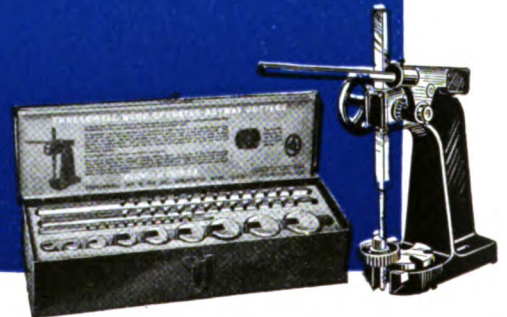
Threadwell TOOL SETS have the same quality and convenience that have made Threadwell Taps such an outstanding value.



Threadwell Screw-plates are in active demand wherever there are threading jobs to do. Anyone can cut straight threads because each die has its own pressed steel guide to keep it lined up right in the stock. You can sell a lot of them. For complete information and prices, write for Bulletin No. 432.



Threadwell High Speed Counterbore Sets make it easy to counterbore for any size fillister head screw or spot face for hexagon heads or square nuts. Two cutting lips with spiral flutes give ample clearance and strength. They cut like a drill, with no chatter. Easily sharpened. Lots of your customers want 'em. Write for Bulletin No. 433.



Threadwell Keyway Cutter Sets make it easy to cut any standard width, any depth keyway in gears, cutters, couplings, pulley hubs, etc. Sixty seconds does the job. Quickly pays for itself in any shop. Threadwell Arbor Presses have many uses in addition to keyway cutting. Write for Bulletin No. 434.

Delivery on standard items
now being made from stock

Threadwell
"TOOLS OF DISTINCTION"

THREADWELL TAP AND DIE COMPANY GREENFIELD, MASSACHUSETTS, U. S. A.

CALIFORNIA OFFICE, THREADWELL TAP & DIE CO. OF CALIF., 1322 SANTA FE AVE., LOS ANGELES 21



THIS KIND OF ADVERTISING MAKES SALES FOR YOU

© Bolens gives you, first, outstanding products . . . and then the kind of sales backing that turns your inventory into profits.

Month after month, in your area, your friends, neighbors and customers see the Bolens line in their favorite magazines. This year Bolens HUSKI Tractors and "Packaged Implements" will be advertised in dozens of important national and regional publications. Millions upon millions of hard-hitting Bolens sales messages will get across to suburban farmers, estate owners, commercial growers, large acreage farmers and institutions. This advertising is working for you day and night. It will get many interested prospects who will turn into customers!

Scan this list of first-line magazines. Watch for our ads every month. Tie in with them by using free Bolens mats in your local paper, and by keeping your Bolens products constantly on display. This is the way to brisk business and good profits.

BETTER HOMES & GARDENS
CALIFORNIA CULTIVATOR
COUNTRY GENTLEMAN
FARM QUARTERLY
MARKET GROWERS' JOURNAL
NATIONAL COUNTRY AGENT
PACIFIC NORTHWEST FARM TRIO
POPULAR MECHANICS
POPULAR SCIENCE
POULTRY TRIBUNE
PROGRESSIVE FARMER
ROTARIAN
RURAL NEW YORKER
SUCCESSFUL FARMING
SUNSET MAGAZINE
CHURCH PROPERTY ADMINISTRATION
INDUSTRIAL EQUIPMENT NEWS
SUPER SERVICE STATION



BOLENS PRODUCTS DIVISION

FOOD MACHINERY CORPORATION

283-2 Park Street, Port Washington, Wisconsin



3. How does it compare with other similar merchandise?
4. What are its selling points?
5. What are the sizes, colors, and qualities?
6. Why is it worth the cost?
7. Of what materials is it constructed?
8. Are they better than other materials? Less expensive? More durable? More attractive?
9. What advantages does this merchandise possess that makes it attractive to the customer?
10. Is the construction good?
11. Is it fashionable?
12. Does it meet the customer's need? How?
13. What are the elements of satisfaction in this merchandise?
14. If made of fabric, is it washable? Non-fading?
15. What special features does it possess? Any guarantees by manufacturer? Patented or exclusive features? Special points of interest?

Most communities are made up of a variety of people of all ages and many interests. These people form groups, and the wide-awake merchant will study the needs of these groups. The retailer should buy what his customers want and not what he likes himself.

Analyze Periodicals

An analysis of the periodicals women read will assist in indicating what they will buy. The advertising, the style news, the illustrations, and the related articles and stories all build up ideas related to the purchase of certain goods. Any retailer selling goods to women should read the periodicals his customers read and largely base his buying judgment on them.

The retailer who sells farm tools, hardware, seeds, and other goods used on farms should follow the leads given in trade magazines and papers.

The moving picture and radio are also sources of information on what customers will want.

Too much attention is often paid to price. Goods should be bought on quality, past performance, and customer needs. The aim should be to obtain the lowest price, the most favorable terms, and the most adequate service consistent with satisfactory quality. It is well to remember that some suppliers may try to "work in" substitutes. Substitute merchandise should be carefully considered before being accepted, since



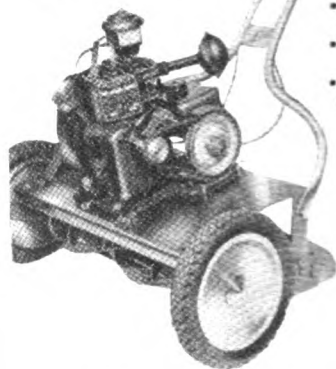
Double your next year's sales—and profits—with these two fine products of the famous HEINEKE line.

Steel construction
Steel cutter bar
5 crucible blades
Tubular steel handle



Positive clutch action with control buttons conveniently located on handle.

• Powerful
• Guarded Chain
• Timken bearings
• Steel construction



This well-built mower, powered by both the famous Briggs & Stratton and Continental engines, will win you more sales and more satisfied customers.

Manufactured by

HEINEKE & CO.

Since 1902

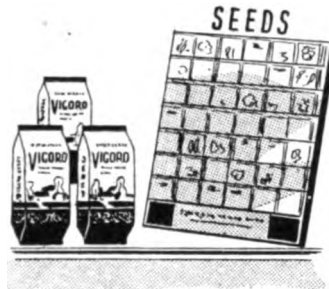
SPRINGFIELD, ILLINOIS

HARDWARE AGE

RING UP YOUR SHARE OF THE VIGORO PROFITS AWAITING SALES-WISE GARDEN SUPPLY DEALERS!



Display the VIGORO line
in your windows!



Build displays in your
garden supply department!



Mail out colorful
VIGORO folders!

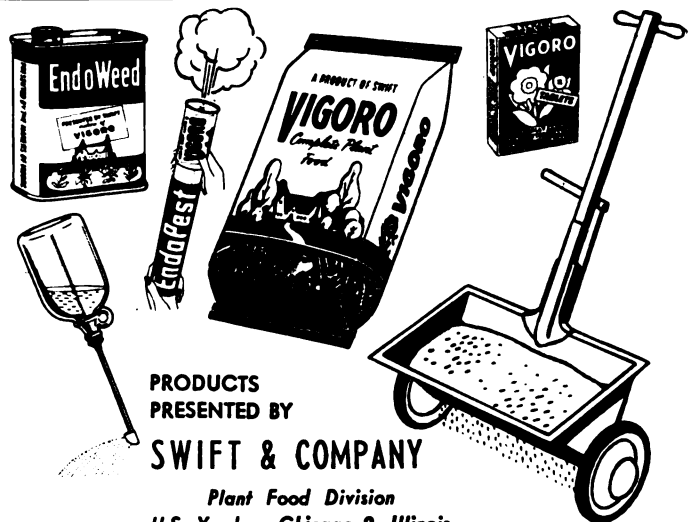


Use these VIGORO sales makers!



Suggest VIGORO
to your customers!

The way you merchandise Vigoro has a lot to do with the profits you'll pocket. Again this year, the Vigoro gardening line is backed by an advertising campaign that's packed with sell. With the proper follow through you're a cinch to make more sales and profits than ever before. Tie-in with Vigoro—"the best-known name in the gardening field"! Put the 5-way Vigoro plan to work right now. Your cash register will be playing a mighty sweet tune.



PRODUCTS
PRESENTED BY
SWIFT & COMPANY

Plant Food Division
U.S. Yards Chicago 9, Illinois

many customers will buy only the exact item wanted.

Before placing an order, sales records should be studied; stock on hand should be checked; an estimate should be made of the volume of business for the coming period; salespeople should be consulted about customer desires, likes, dislikes, and so on; and the buying should be governed accordingly. The general rule is, "Buy only what you are sure can be sold."

In general, it pays to buy from only a few sources. Advantages of this method are better credit facilities, better deliveries, more accurate filling of orders, better advice on promoting specialties, and more cheerful adjustment of claims.

Better sales and stock records must be kept and used before there can be any marked improvement in buying. Too many merchants depend on their memories. Lack of records compels them to guess about the most important facts and figures that affect their business. Complete information about merchandise enables them to buy wisely; to buy enough but not too much; to buy the right brands, styles, materials, sizes, colors, price lines, and so on.

Sources for Stock Records

There are three simple sources for stock records:

1. *Sales-slips*—Many retailers require their clerks to make out a sales-slip for each sale. A portion of the slip may be arranged so that it can be removed and sent to the office each day. Sometimes duplicate sales-slips are assembled and the information on them copied on a summary sheet. By subtracting the amounts sold from previous balances, the retailer can tell how much of each item he has left. Cash register stub receipts are also used for this purpose and are especially valuable.

2. *Inventories*—When a retailer does not keep sales-slips regularly, buying information may be obtained by counting the stock periodically. Such an inventory shows the goods on hand. A comparison of the last inventory with the previous one will show what goods have been sold. Goods returned by customers, stock shrinkage, and goods returned to the wholesaler will have to be deducted.

3. *Stub control*—A stub control system depends upon the information contained on tags attached to merchandise. The tags are divided into two parts with the same information appearing on each. After a sale is made, one-half of the tag is

detached and saved. At the end of the day the tags are collected and the items are recorded on the stock records.

Before installing any system of stock records, the retailer should consult an authority on the subject. Any system adopted should:

1. Cost little to operate.
2. Be designed for the merchant's needs.
3. Be installed without interrupt-

ing the store business in any degree.

4. Care for single items, departments, or the whole stock.

5. Reduce investment by eliminating dead and slow-moving stock.

6. Increase turnover.

7. Increase net profit.

(Condensed from "Buying To Sell Profitably," one of 17 booklets making up the handbook, *Better Retailing*, published by The National Cash Register Company, Dayton, Ohio.)

Cold Weather Items Get "Top Billing"

... Always Be Prepared!
Shop EWING'S in Olean
FOR YOUR WINTER NEEDS!

IT'S NEW!
SNOW PUSHER on wheels
FOR SIDEWALK USE!

Lightweight . . . easy to use.
Sturdy aluminum frame, rubber grip handles.
Disc wheels with balloon tires. Removes the snow in a jiffy . . . no lifting!

\$11.95

WE DELIVER
PHONE EWING'S 4123

DON'T TAKE CHANCES!



REMOVE DANGEROUS SNOW AND ICE!

WITH Sintering ROCK SALT

Works like magic on hard packed snow and ice. Helps to clear walks, steps and driveways, easily without back-breaking chopping and pick work. Saves your family injury from falls and possible damage suits. Order yours today!

10 lbs.—**20¢** 100 lb. bag—**\$1.50**



PLACE UNDER TIRE AND GO AHEAD

SNOW SHOVELS
Various types. Steel shovel with select hardwood handle.
\$1.50 to \$3.95

SIDEWALK SCRAPERS
65¢ 75¢ 85¢

SNOW SCOOPS
Long handled snow scoops with tough steel blade. Cleans snow fast.
\$2.00 \$2.25

Gets Your Car OUT OF ICE, SNOW, MUD OR SAND!

Famous Wheeling Corrugated Steel **TRACKSURE**
No need to wander through mud or snow, looking for means to provide traction for spinning wheels. Save time, tires and temper by merely laying TRACKSURE against rear tire and desired direction . . . and OUT YOU GO. Get yours today—
\$1.69

A. E. EWING CO.
"Serving The Olean Territory For Over 49 Years"

The above advertisement is an excellent example of the way in which an enterprising firm advertises seasonal items at the proper time. The A. E. Ewing Co., Olean, N. Y., featured this four-column by 13½-in. ad when it did the most good. It got results.

this front door
showpiece
helps builders
sell houses . . .

Norwalk

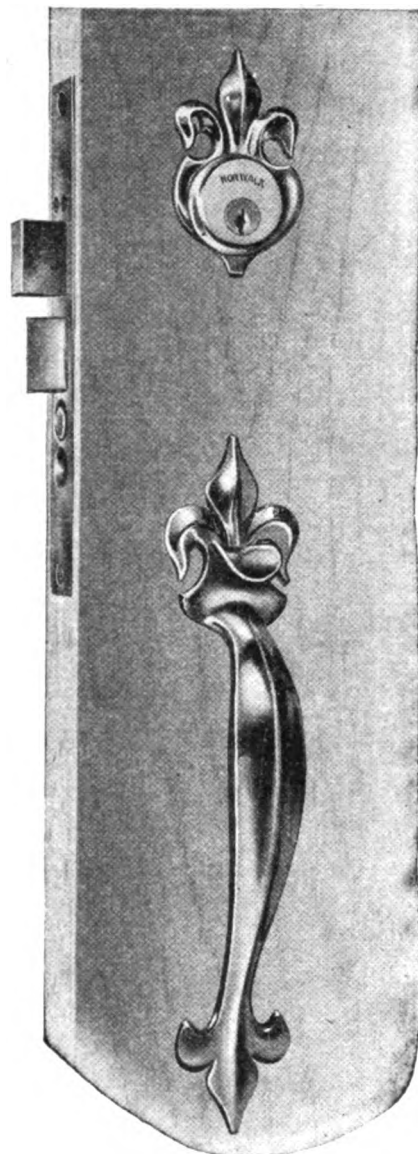
Solid Brass Sectional Handle Locksets

Now you can offer the *quality touch* which builders and home-owners seek for the entrance door.

The distinctive feel of real solid brass hardware in exquisite design imparts confidence and pride of ownership. The famous Norwalk name guarantees satisfaction and speaks a good word for all the equipment within the house.

A complete line (illustrated below) is now available for prompt shipment. Choice of eight handsome designs in Polished Brass, Polished Bronze or "Hammered Iron" finish.

Norwalk Sectional Handle Locksets are furnished complete with Mortise Cylinder Lock No. 2331, containing premium quality features — bronze deadbolt with $\frac{3}{4}$ " throw, bronze latch, solid brass front, brass buttons and cylinder — with polished brass inside trim. *Order today.* Catalogue on request.

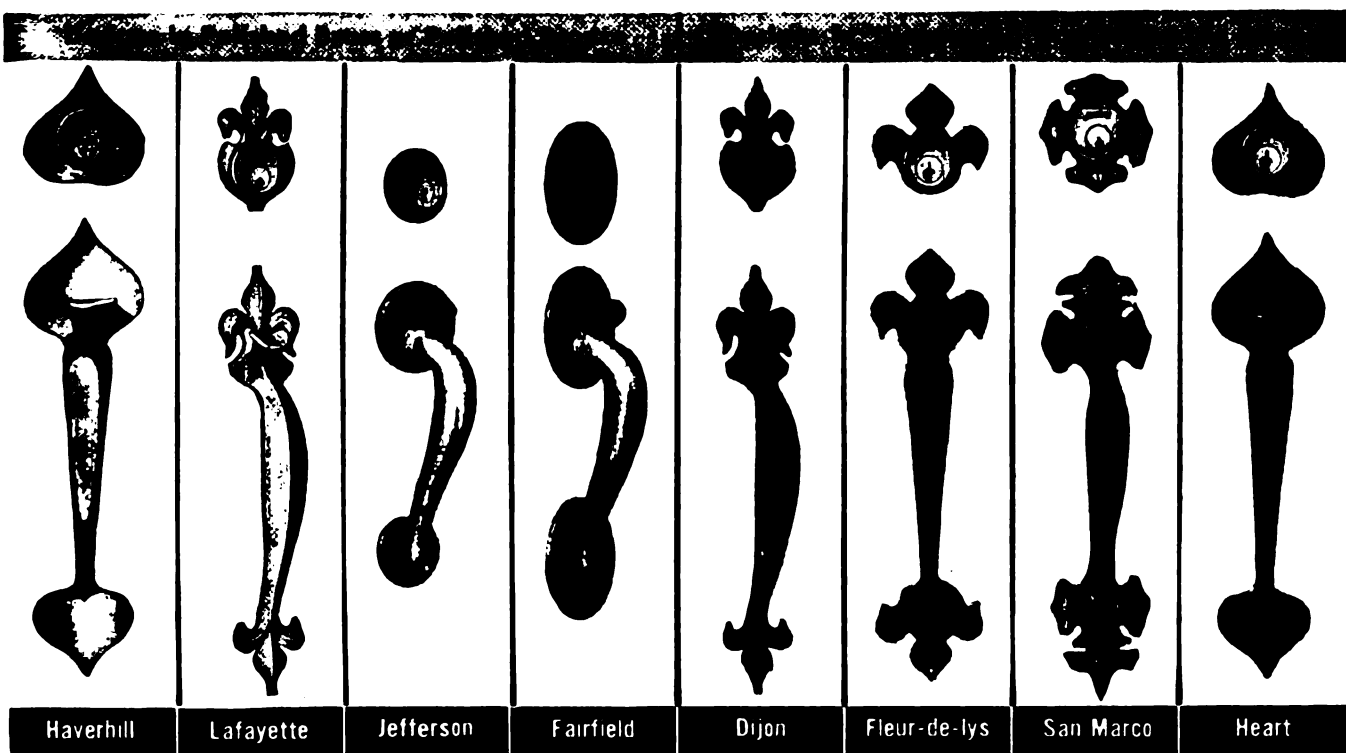


*Builders
know the
difference*

Norwalk lock company

Hardware of Quality since 1856
A Division of SEGAL LOCK & HARDWARE CO., Inc.
395 BROADWAY, NEW YORK 13, N. Y.

A complete line of Builder's and Shelf Hardware, Jimmyproof Locks, Latches, Door Closers and Key Machines



**KNOWN BY
THESE BRANDS**



MAGOR

SCOOPS, SHOVELS, SPADES

A Simplified Line
For Fast Selling

Sturdy, durable, tough —
meet all customers' needs.

**MAGOR
CAR CORPORATION**
(Shovel Division)

50 Church St., New York 7, N. Y.

Western Hemisphere Fiber Production Cuts World-Wide Shortage

INCREASED production of industrial cordage fibers in the western hemisphere as a result of war-time development was hailed by Col. S. W. Metcalf, president of the Columbian Rope Co., Auburn, N. Y., as an important factor in the fight against a world fiber shortage.

Slow recovery of Philippine abaca (Manila hemp) production, and promise of scant sisal exports from the Netherlands East Indies and Indonesia indicate that no larger quantities of cordage fiber will be available in 1948 than were in 1947.

"Philippine abaca plantation damage has proved to be more severe than first reported," Col. Metcalf stated. "Worse yet, looting by armed bands continued after the Japanese were defeated, and the abaca stands were injured to such an extent that increased production may be delayed until 1949 or 1950.

"What is true of abaca is also true of sisal. Labor shortages and a prolonged drought in British East Africa have cut into production. Both abaca and sisal cultivation have dropped in the Netherlands East Indies.

Discussing Western Hemisphere hard fiber production, Col. Metcalf said that Haiti well illustrates what has been done. In pre-war years sisal production there ran to about 6,000 tons. For 1947, production reached about 22,000 tons. Cuba, for example, was a small producer of henequen in 1920, but by 1940, the island produced 17,000 tons and at least 15,000 tons were turned out in 1947. Mexican henequen production touched the 100,000-ton mark last year but domestic mills consumed about 20 per cent of this volume for local cordage manufacture.

The three hard fibers, abaca, sisal and henequen, are essential for the manufacture of marine cable, drilling cable, and all types of heavy rope, Col. Metcalf explained. Rope is as necessary to the economy of our country as iron and steel.

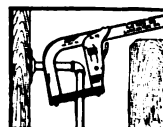
Middle American fiber-production potential is being explored by the countries themselves, Col. Metcalf reported. Through the Pan American Union, they have sent an American fiber authority, Dr. Brittain E. Robinson of the U. S. Department of Agriculture, to confer with trade groups in a dozen or more countries on the subject of fiber cultivation.

handy, useful tools

They sell themselves!



99 Saw Frame—quick blade changes for 3, 4½, 6, 10, 12" blades. All steel, one piece frame. Ideal for Electricians, Plumbers, Mechanics, etc.

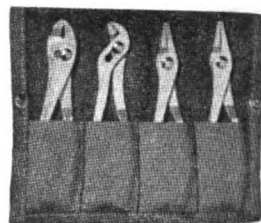


"CUTS AROUND CORNERS"

With 3" or 4½" blades, obstructions and projections are easily spanned. For easy sawing in places impossible to reach with conventional saw frames.



20 Ratchet Wrench Set—tough alloy steel wrenches in 4 popular sizes. No heads to change, reversible ratchet. Close teeth permit short stroke. Box socket construction holds screw or nut for starting in close places. Sizes 3" to 4½" long.



10K Pliers Kit—alloy steel pliers, right for small jobs in tight places. Accurately forged, tempered to correct hardness. 4 types milled jaws as shown, handles knurled. Packed in pocket size roll. Handy for Craftsmen, Modelmakers, Electricians.



5B Tool Kit—good universal seller. Two K-D Pliers plus 3-in-1 screw-driver packed in pocket size kit. Alloy steel pliers, brass screw driver, all correctly tempered. Not a toy. Handy for everyone!

Write for a description of the K-D Line

K-D TOOLS
K-D Mfg. Co., Lancaster, Penna.

Export-Import Gap Expected to Narrow During 1948

THE gap between U. S. exports and imports should narrow down substantially this year as requirements of American manufacturers for raw materials from abroad mount and as the Government's \$2 billion program of strategic stockpile buying gathers momentum, according to "Business Forecast," appearing in the February issues of *World's Business and Guide*, 440 Fourth Ave., New York City, the export business publications, now being distributed overseas.

Export sales by U. S. manufacturers will continue at peak levels in 1948; and certain fields—durable goods and heavy and capital equipment, for example—may break 1947 records. *World's Business and Guide* estimate that total exports this year should stay close to last year's record-breaking \$14 billion, while imports of goods and services will rise to approximately \$9 billion—a gain of some \$1½ billion over 1947. This expected higher import volume together with foreign aid programs should help spread more evenly the supply of dollars abroad for the purchase of American goods.

Government export controls on specific items in domestic short supply will be designed to channel export shipments into needed reconstruction and recovery programs—not to curtail U. S. export volume.

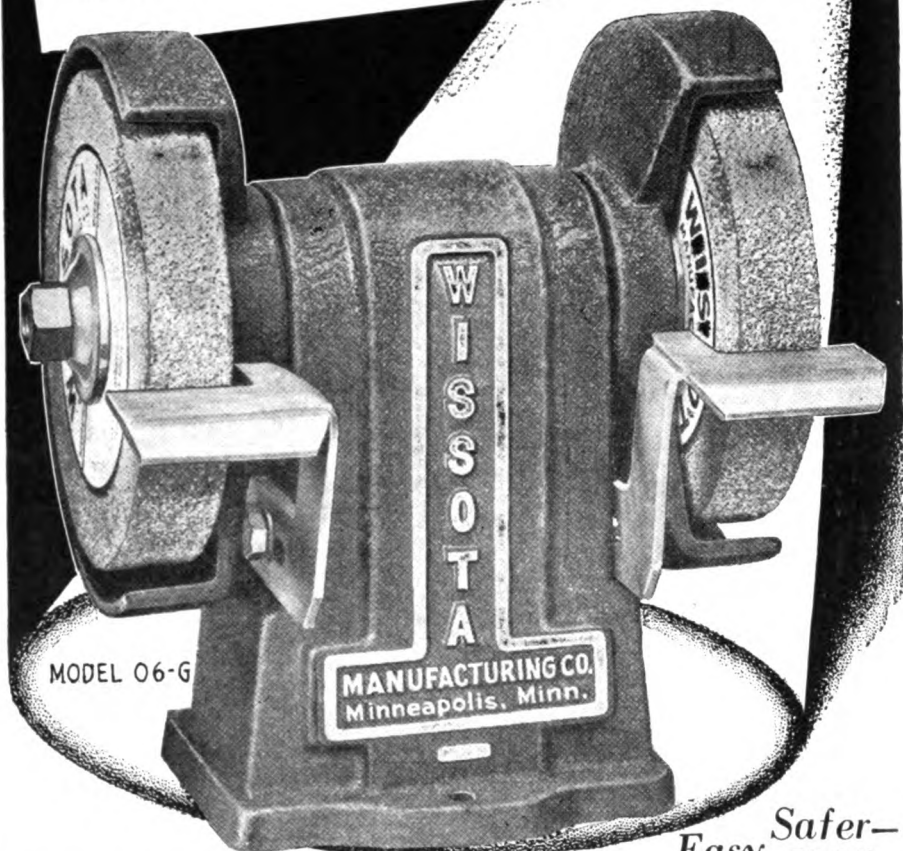
The effect of tariff cuts under the International Trade Organization agreement entered into at Geneva will in all probability not be felt noticeably this year. Nevertheless, current foreign trade policy is headed for a sharp fight in Congress. The United States, in making concessions on some three hundred items, has taken leadership in laying the foundation for a freer exchange of the world's goods which can contribute much to improved international economic stability in 1948.

A recent coast-to-coast survey of public opinion showed American voters favoring aid to Europe via the Marshall Plan 3 to 1. Another survey indicates that the traditional tariff differences between Republican and Democratic voters are beginning to melt away. The tabulation reveals that 64 per cent of the Democrats and 63 per cent of the Republicans polled favor the Geneva pact; opposed were 10 per cent of the Democrats and 14 per cent of the Republicans. The balance had no opinion.

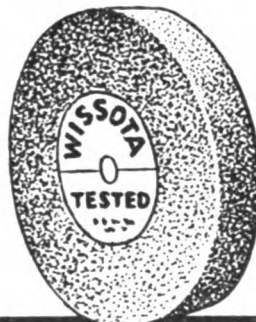
WISSOTA TOP QUALITY TOOL GRINDERS *...IN THE PROFIT Spotlight!*

WISSOTA'S 06-G is ideal for exacting mechanics. Rugged and smart looking, it is designed for shop, garage, farm, school or home. Guaranteed for top performance.

BACKED BY MOST YEARS EXPERIENCE
IN DESIGN, MANUFACTURE and
MERCHANDISING of TOOL GRINDERS



Dealers know that profit goes hand-in-hand with the WISSOTA line. WISSOTA'S soundly engineered and accurately machined grinders are easier to sell. Actually, it is the top quality of these grinders that does the selling job. Ask your jobber's salesman.



Easy Safer—
ON THE
TEMPER . . .

Speed-tested vitrified wheels are regular equipment on WISSOTA power grinders. They are fast, cool-cutting and especially bonded for tough, all-round jobs.

A FULL LINE OF TOOL GRINDERS

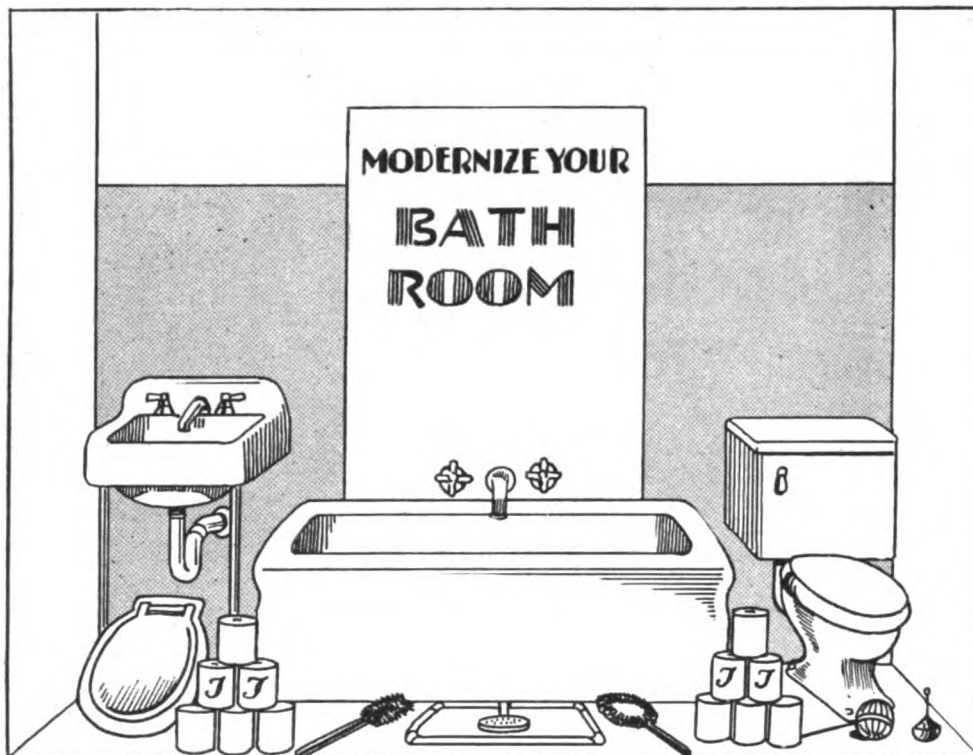
Both belt and hand powered. Masterfully produced, carefully assembled and packed, they include the best grinders for shop, garage, farm, school or home.

**SOLD COAST-TO-COAST BY LEADING
HARDWARE AND IMPLEMENT DEALERS**

Write for Descriptive Catalog of Full Line

WISSOTA *Manufacturing Co.* MINNEAPOLIS 1,
MINNESOTA

Now's the Time to Feature Bathroom Fixtures and Sales



BATHROOM FIXTURES WINDOW

MERCHANDISE: Bathtub small size, closet combination, lavatory, toilet seats, toilet paper, portable showers, toilet bowl brushes, tank balls, tank floats, faucet washers, faucets of various types, towel bars.

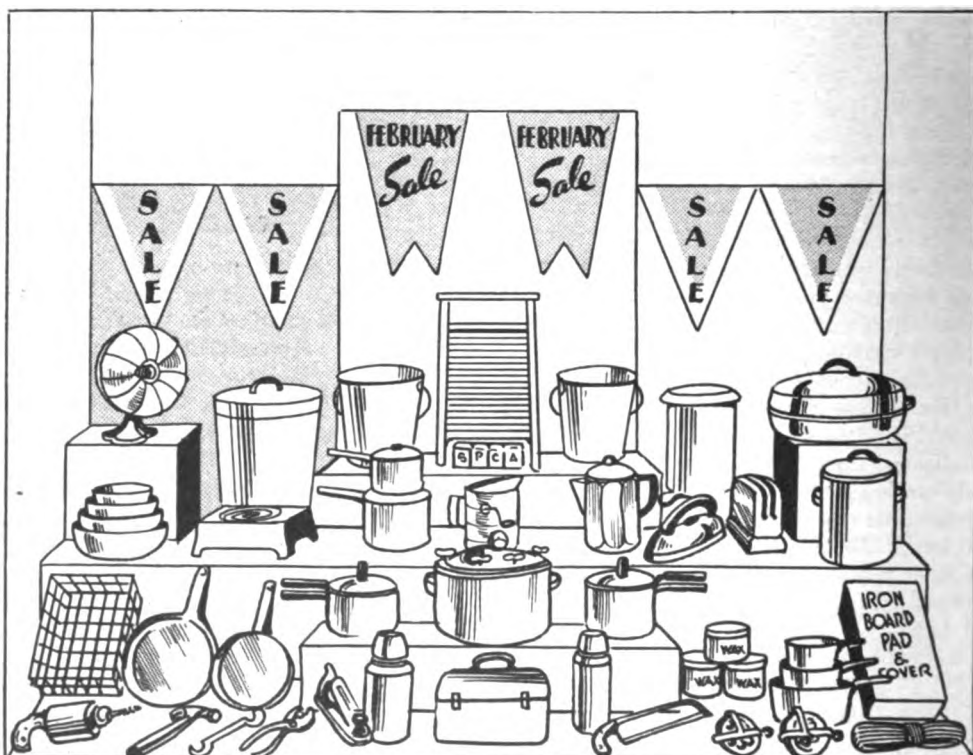
BACKGROUND: All panels covered with white corrugated board or black and white tile board. Cut-out letters of dark blue material.

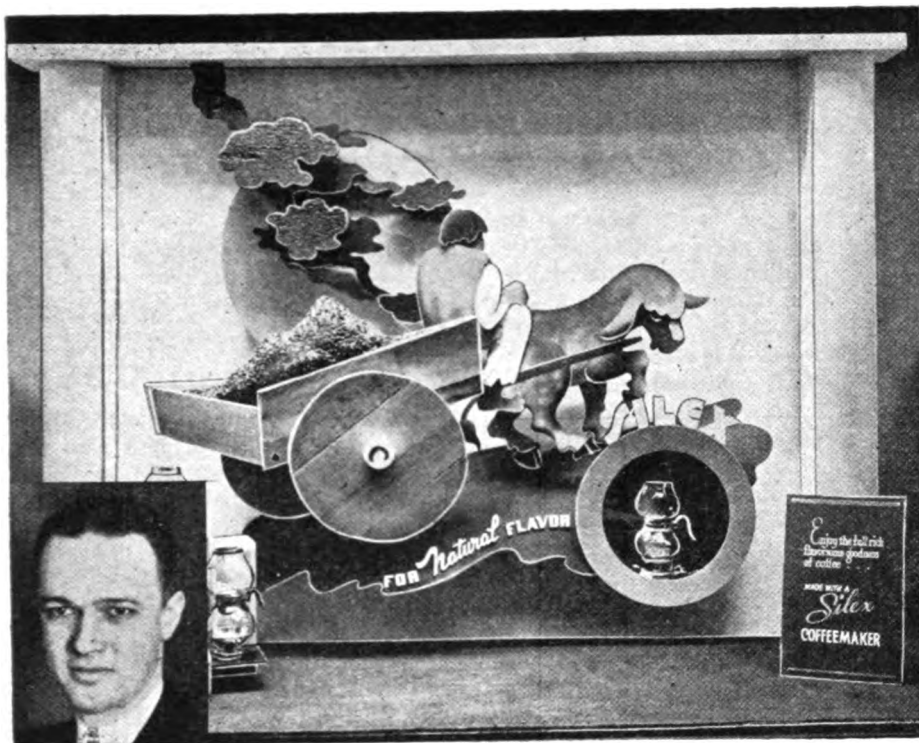
FEBRUARY SALE WINDOW

HARDWARE AGE Original Window Display IDEAS

MERCHANDISE: Wash boards, garbage pails, galvanized pails, electric bowl heaters, glass bowl sets, hot plates, double boiler, flour sifter, percolators, electric iron, toaster, cold pack canner, kettles, step-on-cans, roasters, iron board pad and cover, sauce pan set, wax, clothes line, pulleys, roller skates, pressure cookers, vacuum bottles, lunch kits, iron skillet, bike baskets, electric drills, hammer, pilers, planes, wrenches, saws, flashlights.

BACKGROUND: Cover all panels with bright yellow corrugated board or painted wallboard. Use sale banners on the panels such as would be used to decorate the store.





FIRST PRIZE OF \$500

Dept. and General Stores

W. Gilbert Brown, Supr. Bureau of Exhibits and Displays
Philadelphia Electric Company, Philadelphia, Pa.

SILEX

salutes the Winners!

The prizes have been awarded! Here on the basis of originality, sales effectiveness and attention value, are the winners of the Silex Window Display Contest. Congratulations to those who

designed them! And our hats are off to all those many others whose displays were so good that the judges had a real job deciding which of all the excellent entries most deserved the prizes.



FIRST PRIZE OF \$500

Hardware and Appliance

Byron Rasmussen, Belle City Hardware Company
Racine, Wisconsin

PRIZE WINNERS

2ND PRIZE OF \$250

Paul F. Sisk, Display Manager
Sears Roebuck
Pico Boulevard Branch, Los Angeles, Calif.

2ND PRIZE OF \$250

Robert Gatloff
Railey Milan, Inc., Miami, Florida

3RD PRIZE OF \$125

Herbert L. Elliot
Sax-On Paint Store, Chicago, Illinois

3RD PRIZE OF \$125

C. M. Griffin, Display Manager
Ohio Edison Company, Youngstown, Ohio

FIFTY HONORABLE MENTION

Department and General Stores

Polly Bunsel and Kenneth Ver Straate
Ebbers Hardware
122 Pine Street
Sheboygan Falls, Wis.
P. F. Nursey
Duval Jewelry Co.
1906 Hollywood Blvd.
Hollywood, Florida
Kenneth T. MacLeod
Jordan Marsh Co.
450 Washington St.
Boston, Massachusetts
Harry E. Spellmeyer and Robert M. Spellmeyer
Mardel Hardware & Paint
3721 Watson Road
St. Louis 9, Missouri
David Rosenthal
The Elles Fair
934 E. 55th Street
Chicago, Illinois
C. Hahn
Hahn Hardware
3535 Armitage Avenue
Chicago, Illinois
Murray H. McKay and T. Kourkoulakos Kirks
946 Elm Street
Manchester, New Hampshire
R. W. Joost
Joost Brothers
1555 Fillmore Street
San Francisco, Calif.
Charles H. Spangler
Croby & Hill Co.
Market Street
Wilmington, Delaware
Charles F. Edwards
Ott Hardware Company
727 State Street
Santa Barbara, Calif.
J. E. Whited
Whited Electric Company
310 Fourth Street
Parkersburg, W. Va.

C. M. Burrows
Brown Rogers Dixon Co.
Winston-Salem, N. C.
Scott Jewelry Co.
11 South Main
Concord, New Hampshire
G. H. Wagner
Display Director
Brandels
Omaha, Nebraska
Paul J. Grabbe
Grabbe's Electric Service
140 Valley Street
Lewistown, Pa.
Don L. Williams
Cornwall & Kelly
115 South Brand
Glendale 4, Calif.
Mrs. Atlee Schumaker
Atlee Schumaker Electric
Baltic, Ohio
Klaus Department Store
2557 Milwaukee Avenue
Chicago, Illinois
Wohler Brothers
2903 North Halsted
Chicago, Illinois
Montgomery Ward
Albany, New York
W. J. Lundy
Lundy Electric Company
11 East Market Street
Wilkes-Barre, Pa.
Emma Cameron
Cameron Appliance
1550 Broadway
Brooklyn, New York
A. Moline
3901 Broadway
Chicago, Illinois
G. J. Wicks
Bensinger Outfitting Co.
Louisville, Kentucky
Garland Stipe, Jr.
Ft. Smith Vehicle & Machine Co.
Fort Smith, Arkansas

Hardware and Appliance

R. A. Reinicke
Reinicke Hardware Co.
1934 East Third St.
Dayton, Ohio
Walter Large
Des Roberts Electrical Co.
54 Exchange Street
Lynn, Massachusetts
Russell Hambrick
The Appliance Shop
205 West Pike St.
Clarksburg, W. Va.
Fred A. Clark
Clark's Hardware
1439 East 63rd St.
Chicago, Illinois
L. W. McKuen
McMasters, Inc.
1412 North Main St.
Evansville, Indiana
Aloysius Kiltch
Kiltch Radio & Elec.
56 Broadway
Mauch Chunk, Pa.
C. H. Smiley
Ace Hardware
2717 North Clark St.
Chicago, Illinois
Sara G. Miller
T. M. Griffith & Son
123 East Lancaster Ave.
Downingtown, Pa.
W. R. Carter
W. C. Carter Co.
25-07 N. Washington Ave.
Scranton, Pa.
Asher Nickelsberg
Sunrise Music Shops
38 South Main Street
Freeport, New York
John B. Kopycinski
Rosinski Hardware Co.
655 Ridge Road
Lackawanna, New York
Steve Kondas
Stambaugh-Thompson Co.
114 West Federal St.
Youngstown, Ohio
Kay Chapman
Case Warren Co., Inc.
242 Asylum Street
Hartford, Conn.
Arthur Rome
Kuester's Inc.
1015 Parrett Street
Evansville, Indiana
L. W. Grinolds
Balle Electric Co.
331 South Broadway
Albert Lea, Minn.
C. Katowitz
Gorman's
3212 Troost
Kansas City, Missouri
M. H. Mahstedt
Electric Construction
323 South Phillips Ave.
Bloux Falls, S. D.
Larry Brinton
Wilmington Auto Sales Co.
807-11 Orange Street
Wilmington, Delaware
Richard Trippe
Point Pleasant Hdw. Co.
Arnold & Richmond Avenues
Point Pleasant, New Jersey
Henry Ankorn
Ankorn Hardware Co.
Palouse, Washington
Miss Hattie Schultz
R. G. McCoy
2414 North Broadway
Los Angeles, Calif.
Rosanna Moore
Moore Farm Service
Kirkersville, Ohio
Claude W. Beckett
P. O. Box 758
St. Johns, Newfoundland
for
Wm. J. Clouston, Ltd.
182 Water Street
St. Johns, Newfoundland
F. Carl Emrich
Dismer's Hardware
3117-19 14th St. NW
Washington 10, D. C.
Horace W. Green & Son
Long Beach, California



EVERY Pecora Product is designed to do a certain job better than it has been done before. This result is possible only because of long years of experience and painstaking Laboratory research. Coupled with this experience and scientific development, are manufacturing facilities that have kept pace with mechanical improvement. Stock and sell Pecora and you will make and keep satisfied customers.

Let us tell you more about these Pecora products that have such widespread use, such repeated demand and so many satisfied customers:

OUTSTANDING BEST SELLERS FROM THE PECORA QUALITY LINE

CALKING COMPOUND

A leader since 1908. Will not dry out, crack or chip when properly applied. Gun and knife grades.

ROOF COATINGS

Plastic and liquid forms. Weather-proof, sunproof, acid and alkali proof. More durable than paint. Costs less.

WATERPROOFINGS

"Klere-Seal" and "Varseal" types; also Black Asphaltic Waterproofing in paste or liquid form.

ASBESTOS FURNACE CEMENT

A good and trustworthy friend of every furnace repair man.

METAL & WOOD SASH PUTTIES STOVE & BOILER PUTTY

WRITE FOR BOOKLETS



The Conference Board Charts "Real" Wages of Average Worker

DESPITE the sharp increase in prices during the past year the average worker in American manufacturing was "doing better," in terms of the necessities of life his weekly wages would buy, in October (the latest month for which data are available) than he was during most of 1946, according to the latest "Road Maps of Industry" in the weekly chart series prepared by the National Industrial Conference Board.

His "real" weekly earnings are "far above" any he enjoyed in the years prior to World War II. In October, 1947, his weekly pay would buy about 38 per cent more than in the 1935-39 period. The average for

the year 1946 was about 37 per cent better than in 1935-39. His present position in this respect is "far better than at any time prior to World War II."

In 1944, "his best year," he averaged about 56 per cent better than in the 1935-39 base period.

Annual Farmers Outing

THE Greengburg, Indiana, Chamber of Commerce joins with the Decatur County farmers organizations in an annual outing at which an outstanding farm leader or an officer of a farm organization is the speaker. It arouses local interest and brings business to the town.

These Windows Reminded People of Their Needs



These windows reflected an idea. They were not hit-or-miss displays of hardware store merchandise but rather were collections of items which had been selected from stock because they were all related to the central theme of each display.

In the upper picture of the "Fix Up" window, used by the Swank Hardware Co., Johnstown, Pa., the display was built of tools and materials required by home owners in making repairs or improvements. A display of this sort is especially effective for spring use.

"Trim Up" was the slogan used in another window of the same firm which is shown below. Here again a check list suggesting home owners' needs had the dominant position in the display. In addition to all types of garden tools and equipment, the display consisted of plant foods, spraying compounds and allied items.

To emphasize the fact that the products all bore nationally-advertised brands, the store's display manager reproduced all the labels relatively larger and used them on the backgrounds.



Sell the Home Mechanic

Let the Popular ***CHROMEDGE TRIM-ateria**
Bring You Extra Metal Trim Profits

Cut yourself in on this new, fast-growing source of profit! Meet the demand of "Joe Doakes," the home mechanic, for metal trims he can apply himself. Home handy men—even their wives—are discovering how easily they can improve and beautify their homes, cabinets, furniture, and other equipment with these easy-to-apply Chromedge Metal Trims.

You can capture this new market *easily* with the beautiful, sturdy, all-metal TRIM-ateria! It displays a complete range of popular shapes in handy 6-foot lengths (which come to you in compact mailing tubes holding 120 feet of metal each). You sell 'em right out of the compact display unit—no measuring, *no cutting*, no stock-chasing, *no scrap*. Colorful illustrations on the front panel of the TRIM-ateria show your customers *where* to use Chromedge; attractive, free folders show them *how*! It's as easy as selling adjustable curtain rods! Cash in on this rich market *now*. Mail the coupon for complete information, or write us today.

THE B & T METALS CO.
COLUMBUS 16, OHIO

Your customers see TRIM-ateria advertised in **BETTER HOMES and GARDENS, AMERICAN HOME, etc.**

*"Just what
I've been
looking for"*
says MR. FIXIT



Convenient "pockets" for handy seam and edge-binding dispensing cartons.



Number, shape and dimensions of sections shown in each container tube.



Neat Holders (on each side of display) for colorful instruction folders.

MAIL THIS COUPON NOW!

THE B & T METALS COMPANY • COLUMBUS 16, OHIO

Please send full details and prices on the CHROMEDGE TRIM-ateria to:

Name.....

Firm.....

Street.....

City..... Zone..... State.....

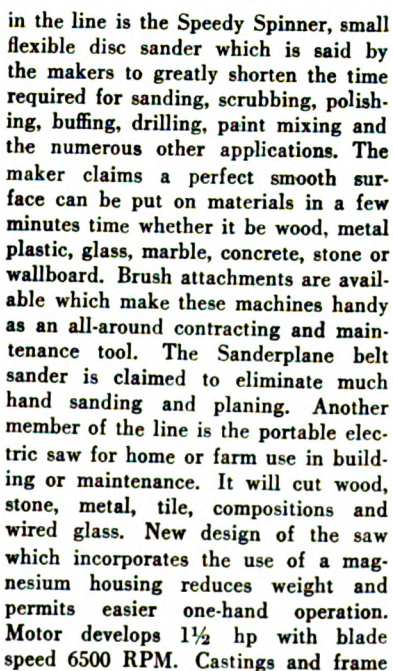
Please check whether: ☐ Distributor or ☐ Dealer

TYPE OF BUSINESS: ☐ Hardware ☐ Floor Covering

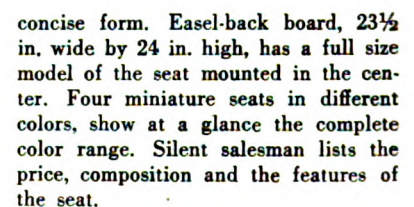
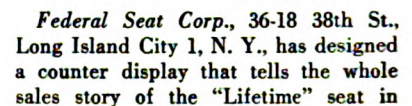
☐ Dept. Store ☐ Building Supply ☐ Other (fill in below)

WHAT'S NEW
in HARDWARE

American Floor Surfacing Machine Co., Toledo, Ohio, is offering a new line of portable power tools. Included



Three Flint hollow ground knives packaged in a silver and blue year-round gift box are offered by *Ekco Products Co.*, 1949 N. Cicero Ave., Chicago 39, Ill. Set consists of a round pointed 3 in. paring knife, a 3 in. spear pointed paring knife and a 5 in. utility knife. Cellophane front boxed set is suggested to retail for **\$1.98**.



United States Plywood Corp., 55 West 44th St., New York City 18, has designed a new decorative plywood made from veneers of imported wood. This light colored hardwood is offered under the name of Korina. It is a decorative wood ranging from a striped effect to a highly figured variety. Korina was developed to meet the demand for a fine-light colored cabinet wood at a reasonable price.



Only **DEXTER TUBULARS**
have all these 9 features of superiority

Real protection against knobs ever becoming loose — here's a Dexter exclusive! Remove the set screw from a Dexter knob and you will see the reason why. The coil spring acts like a lock washer. This is only one of the nine features which assures your builder customers of the very best when you sell them *Dexter Tubulars*.

- ① Stay-tite Set Screw
- ② Two Big Coil Springs
- ③ All Steel Interior
- ④ Solid Brass Trim
- ⑤ Uniform Boring for Locks and Latches
- ⑥ Self-Adjusting Alignment
- ⑦ 25 Years Specialized Experience
- ⑧ Shallow Face Plate Mortise
- ⑨ Lifetime Guarantee

NATIONAL BRASS COMPANY
Grand Rapids, Michigan

Sales Representatives in
 NEW YORK BOSTON MILWAUKEE COLUMBUS, Ohio
 TAMPA DETROIT PORTLAND, Ore. ST. LOUIS BALTIMORE FORT WORTH CHICAGO
 CLEVELAND PHILADELPHIA SAN FRANCISCO LOS ANGELES OMAHA KNOXVILLE

**MAKERS OF BUILDERS, CABINET, SCREEN DOOR
AND SHELF HARDWARE**

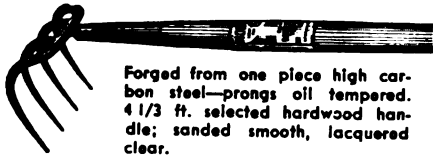


NORCROSS GARDEN AND LAWN TOOLS

Stock the COMPLETE Home Gardening Line

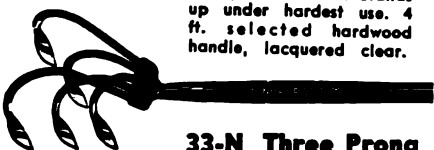
Food scarcities plus high food prices . . . a "natural" for a heavy home gardening season. All signs point to an exceptional demand for garden tools this Spring. Be prepared . . . order your Norcross stock now!

New NC-4 Four-tine Cultivator



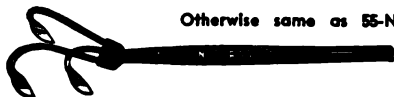
Forged from one piece high carbon steel—prongs oil tempered. 4 1/3 ft. selected hardwood handle; sanded smooth, lacquered clear.

55-N Five Prong Cultivator



Always in demand. Stands up under hardest use. 4 ft. selected hardwood handle, lacquered clear.

33-N Three Prong Cultivator



Otherwise same as 55-N.

59-N One Prong Cultivator

Also, No. 19-N with short handle.

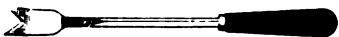


WEEDERS

40-N V-Point Weeder, 45" long with hardwood handle. 1 1/4" high carbon steel blade.

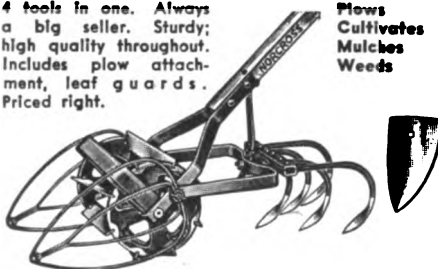


25-N V-Point Weeder and Asparagus Knife, 14" long.



10-N Norcross Garden Grower

4 tools in one. Always a big seller. Sturdy; high quality throughout. Includes plow attachment, leaf guards. Priced right.



Plows
Cultivates
Mulches
Weeds

Ask Your Independent Jobber

C. S. NORCROSS & SONS

BUSHNELL, ILLINOIS

QUALITY GARDEN TOOLS SINCE 1891

WHAT'S NEW

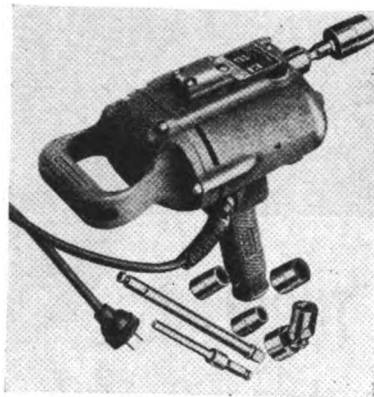
Electric Impact Nut Setter

Illinois Gage & Mfg. Corp., 4639 W. Washington Blvd., Chicago 44, Ill., is offering the new high speed electric impact nut setter. Nut Setter is torqueless, will not twist in operator's hands when nut becomes tightened. Operates at high speed, driving nut or bolt 1750 RPM at free speed. At point of resistance, impact unit automatically delivers 3000 impact blows per minute. Unit is instantly reversible for removing bolts or nuts. Equipped with 25 ft. of rubber covered cord and plug with ground wire, it operates on 110 volt, 60 cycle, A.C. or D.C. Is 12 1/2 in. long and weighs 13 1/2 lbs. Tool's capacity is up to 3/4 in. bolts and nuts. Made of Silman steel forgings, and equipped with precision ball



Gem Paint Brush Cleaner

Gem Paint Brush Cleaner, 44-02 11th St., Long Island City 1, N. Y., offers a paint brush cleaner designed with black crackle finish, trimmed in red. Handles are aluminum as are the main support and base. It is about 9 by 15 in. Gripping device for holding the brush is of Neoprene rubber and has brass springs. It can take almost all types and shapes of brush handles. Cover, which fits snugly over 10 qt. pail is cadmium plated with non-rust proof coating. Any solvents can be used with unit. Permits quick change from one color to another. Made of 30 mechanical parts.



and roller bearings. Impact unit is the heart of the tool and can be removed in 45 seconds or less.

Red Devil Catalog

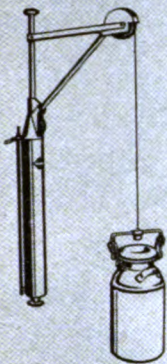
Red Devil Tools, Irvington, N. J., is offering the 1948 catalog No. 19. The 64-page, letterhead size book, contains additions to the line including all-aluminum glass cutters. Red Devil No. 510 glass pliers with ingenious jaw action which keeps jaws parallel to glass at all times, lucite razor blade scraper, roller painter, lamb's wool cover, and the wallpaper trimmer. Among the specialties found in the catalog is the electric floor polisher, and two new electric fencers, one of which may be operated by battery or highline. Cover is a pictorial index arranged in checker-board form.

Solder Leaflet

American Smelting & Refining Co., Dept. SJ, 120 Broadway, New York City 5, has issued another leaflet in its series on non-ferrous metals, on solder. Illustrated and in two colors, it describes basic and special solder types produced by Federated and gives application data.

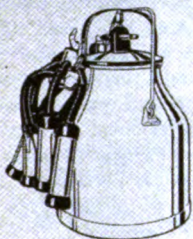


-For Year-Round Profit and Satisfied Customers!



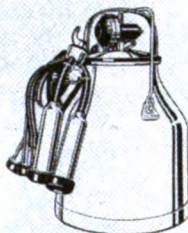
**New De Laval Speedway
Vacuum Can Hoist**

Takes the work out of loading and unloading the milk cooler. Operates on vacuum supplied by milker pump.



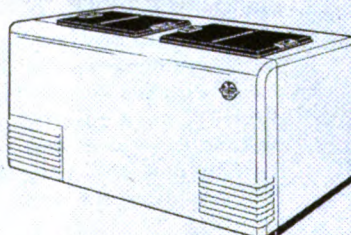
**New De Laval Magnetic
Speedway Milker**

De Laval engineered for still better, faster, cleaner milking. New stainless steel unit and new Pulso-Pump.



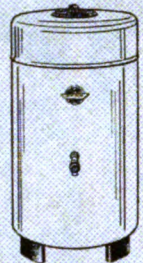
**New De Laval
Sterling Milker**

Another great new De Laval Milker for still better milking. Stainless steel units.



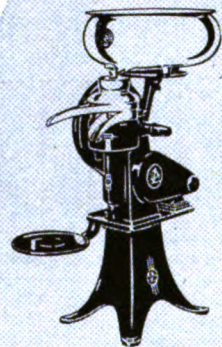
**New De Laval
Speedway Food Freezers**

For better food preservation and better farm living. Improved table fare at lower cost. Beautiful in appearance—dependable and economical in operation. Two popular sizes.



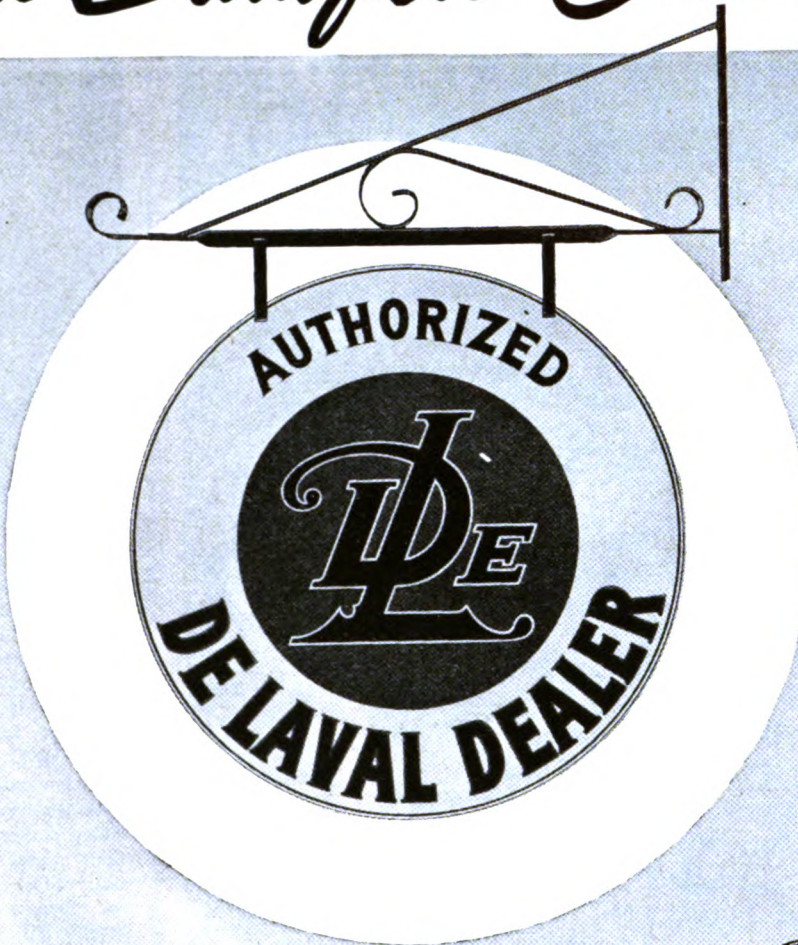
**New De Laval Speedway
Water Heater**

De Laval engineered for the dairyman. Supplies 12 full gallons of 185° water. "Lifetime" copper tank.



**New De Laval World's
Standard Series Separators**

The cleanest skimming, easiest-to-clean separators ever built. Every part milk touches is stainless steel. Hand or motor drive.



De Laval



THE DE LAVAL SEPARATOR COMPANY

165 Broadway, NEW YORK 6 • 427 Randolph St., CHICAGO 6 • 61 Beale St., SAN FRANCISCO 5

**WRITE YOUR NEAREST
DE LAVAL OFFICE FOR FULL
DEALERSHIP INFORMATION**

NEW BEST-SELLING PAINT SPRAYER



Paints Behind Radiators!
New nozzle sprays paint straight ahead, up, down, sideways.



Furniture Painting Easy!
Uses any type paint. Holds 24 oz. Guaranteed. 8 lbs., complete.



Professional Results
Smooth, even coat gives everything a "factory finish."



No Extras to Buy
Send for complete details. *Slightly higher in western territories.

THE LOWELL ELECTRIC PAINTER

Here's your chance to add new highly profitable sales and increase your sale of paint. Because painting is so much easier with the Lowell "Thoro-Spray,"* more painting will be done, more paint used. Stock up now and corner the sales that are on the way.

NATIONALLY ADVERTISED IN

THE SATURDAY EVENING POST
Better Homes and Gardens
POPULAR MECHANICS

*T.M. REG. U.S. PAT. OFF. (C) 1947-L.M. CO

LOWELL

Manufacturing Co.

WORLD'S LARGEST MANUFACTURER OF SPRAYERS AND DUSTERS EXCLUSIVELY

WRITE DEPT. 51, 589 E. ILLINOIS, CHICAGO 11, ILLINOIS

WHAT'S NEW

Electric Coolerator

The Coolerator Co., Duluth 1, Minn., is offering a "Kitchen Saver" model electric refrigerator, designed to give maximum storage capacity in a cabinet



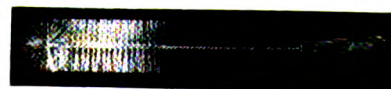
28 in. wide and 56 $\frac{1}{4}$ in. high. It has a capacity of 7 $\frac{3}{4}$ cu. ft., including a 25 lb. built-in frozen food locker. Model has 15.7 sq. ft. of shelf space. Hermetically-sealed "Econ-O-Mizer" freezing unit does not require oiling or adjustments, says maker and has a 5-year warranty. Insulation is 3 in. thick. Model Dr-77 has a separate shelf for three ice cube trays, two special tall-bottle shelves, fruit and vegetable crisp-o-later defrosting tray and an interior light. Coolerator has three zones of cold. Shipping weight, crated, is 325 lbs. Suggested retail selling price is \$239.75, F.O.B. Duluth.

Cortland Catalog

Cortland Line Co., Inc., Cortland, N. Y., has issued catalog No. 21 of fishing lines and landing nets. Cover is done in yellow, blue, green and red. All items are illustrated in color and specifications are included.

Colored Handle Brushes

H. Hertzberg & Son, Inc., 230 Fifth Ave., New York City, is adding color and symmetry to its new brushes. Sturdy bristles, with the necessary



abrasive qualities for giving sterile cleaning to bottles, jars are attached to matching plastic handles in yellow red, green, and blue. Brush is suggested to retail for 29 cents.

Power Lawn Mower

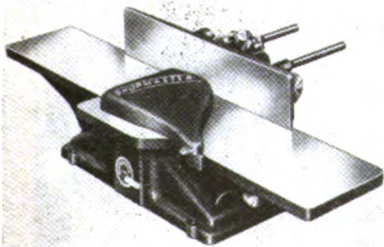
Northern Mower Co., Rushville, Ind., is marketing the Northern Floto-Mower, a power lawn mower that stops itself whenever the handle bar is released



and starts when the handle bar is raised. Wheels are offset or staggered so that no matter how rough the terrain is, the mower has at least three wheels supporting its weight. Differential action on the drive wheels lets it take turns easily without dragging. Will trim to within $\frac{1}{2}$ in. of walls, sidewalks, trees and shrubs. Cutting blade assembly makes a full 22 in. cut, and the carbon steel cutting blades are all easily replaceable. Entire blade assembly can be removed easily for sharpening. Chassis is easily raised or lowered on the four wheel mountings permitting grass trim height from 1 to 4 in. Floto-Mower has bronze sleeve wheel bearings and the cutting rotor spins on triple-sealed ball bearings. Mower weighs about 100 lbs.

Shopmaster Jointer-Planer

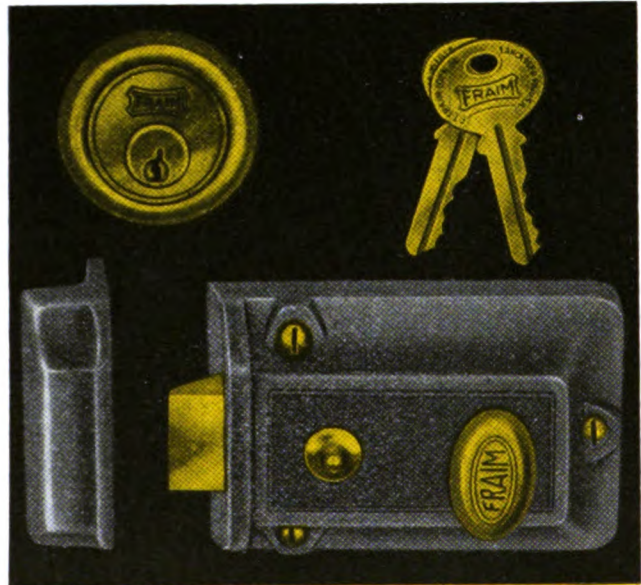
Shopmaster, Inc., Minneapolis 15, Minn., has added a 6 in. ball bearing Jointer-Planer to its line of precision wood working tools. Rip fence of the tool can be set and locked at a wide variety of positions. Blade guard moves freely yet gives maximum protection. Head permits easy blade adjustment and holds cutters in place. Base and rip fence are of aluminum alloy castings



and all parts are machined to close tolerances. Has a front table capacity of 17 by $8\frac{1}{2}$ in., and overall capacity of 34 in. Maximum depth of cut is $\frac{1}{2}$ in.



PADLOCKS NIGHT LATCHES & BUILDERS HARDWARE



CYLINDER RIM NIGHT LATCH

No. 140 5 Pin Tumbler

CASE—Iron, size $3\frac{1}{2} \times 2\frac{1}{2}$ inches

CONSTRUCTION—5 pin tumbler

KEYS—2 Coined and Milled Brass

BACKSET— $2\frac{3}{8}$ inches

FOR DOORS— $1\frac{1}{2}$ to 3 inches

FINISH—Black lacquer

NEW FEATURE—One-hand door operation made possible by a feature which holds the bolt retracted at a turn of the key.

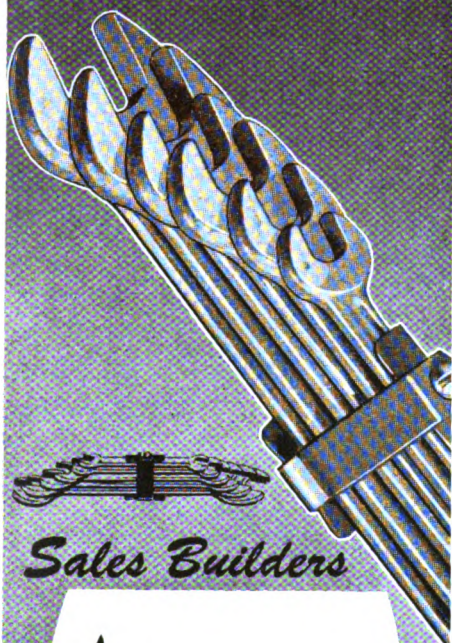
Packed one in a box—weight 20 pounds per dozen.

E. T. FRAIM LOCK COMPANY, INC.

LANCASTER, PENNSYLVANIA

VLCHER

OPEN END WRENCH SETS



Sales Builders

★ Open end wrenches of popular sizes offered in 5-piece and 6-piece combinations—in a sturdy, attractive metal holder.

Wrenches are of panel bar design and made of carbon steel. Your choice of natural or bright nickel plated finish.

Users appreciate a complete set—always sure of having a size to fit; dealer sells 5 or 6 instead of 1. A good item to multiply sales.

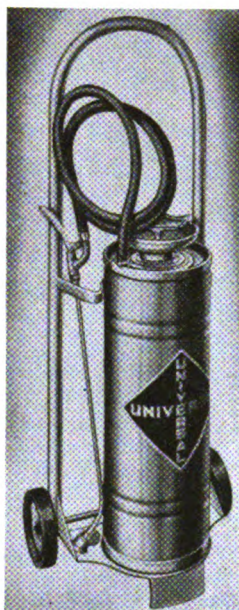
THE VLCHER TOOL CO.

3001 EAST 87th STREET
CLEVELAND 4, OHIO

WHAT'S NEW

'Free Wheeling' Air Sprayer

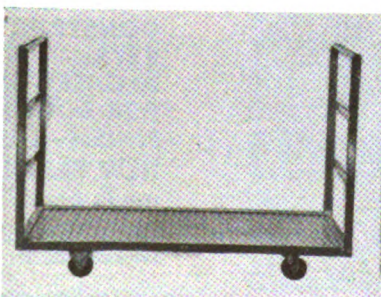
Universal Metal Products Co., Saranac, Mich., offers the "Mobl-Spra" compressed air sprayer. Consists of a



3½ gal. compressed air sprayer, such as is usually carried by a shoulder strap, mounted on a sturdy but lightweight truck that can be easily pushed or towed with one hand, while spraying with the other. Tank is made from heavy galvanized steel with side seams riveted and sweat soldered. Has brass detachable nozzle on extension and 5 ft of heavy molded hose. Leak proof brass release valve. Twelve in. seamless copper tubing pump with oil treated plunger. Truck has rubber tired wheels. Packed one to a carton, assembled weight 20 lbs.

Double Handle Platform Truck

Monarch Metal Products, Inc., 724 S. Columbus Ave., Mount Vernon, N. Y., offers a double handle platform truck, arc welded throughout as one solid unit.



Reinforcing members are welded under the platform. Platform is 6¾ in. above floor level. Two swivel, 2 rigid, 4 in. semi-steel casters are standard equipment. Other types and sizes of casters are available as optional equipment. Capacity of truck is 1000 lbs. Truck is suggested to retail for \$57.50. It is 58 in. long, 25¾ in. wide, and 39 high. Weighs, 115 lbs.

Suburban Mower

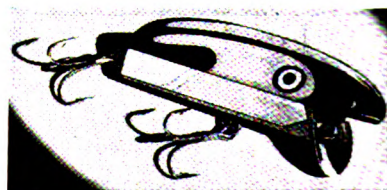
Louisville Electric Mfg. Co., Louisville, Ky., is introducing the Pioneer "Suburban" mower. It weighs 55 lbs., has a frame and motor housing of aluminum castings, handle and shaft of aluminum tubing, ½ hp., 115 V motor, 16 in. blade and operates on AC or DC. Features include, ball-bearing wheels, puncture-proof tires, safety



shields, and patented safety window in top of mower that enables operator to see whether blade is in motion or at rest.

Roller Flasher Plug

The Roller Flasher Co., Detroit, Mich., has designed a plug with the flashing effect of a spoon. Roller Flasher



is said to be especially effective for Bass and Pike. It is made of stainless steel and water-proof enamel. Plug is claimed not to rust or lose its lustre. Plug of this type is claimed to be efficient in all types of fishing.

Corbin Sesamee Combination Padlock

Corbin Cabinet Lock Division, The American Hardware Corp., New Britain, Conn., has designed a Sesamee Combination padlock. Will lock and unlock



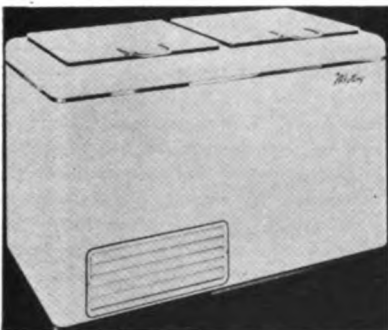
without keys, by dialing the owner's personally selected combination number. Designed construction and finish combine to make the lock most personal. Available in three models, 436 illustrated. Dimensions of each of the lock bodies are the same except the shackle lengths which are $\frac{1}{8}$ in. for 436, $2\frac{1}{4}$ in. for 437 and 5 in. for 438. Made of forged brass with rustproof mechanism, the shackles are of case hardened nickel-plate. Packed six to a container.

Clarvan Package

Clarvan Corp., Milwaukee, Wis., has designed a flexible plastic dual purpose package. Crystal-clear Plasticoid bag becomes both a transparent merchandising display package for the electric blankets as well as a moth-proof storage bag for the customer. Package assures consumer's receipt of "Factory-Fresh" merchandise.

Whiting Food Freezer

Whiting Corp., Refrigeration Division, First National Bank Bldg., Chicago, Ill., is making the Whiting food freezer, Model F-1200 which has $4\frac{1}{2}$ cu. ft. capacity, and white Duco enamel finish, chrome trim. Polished chrome metal nameplate has been redesigned and louvered panel added. Powered by removable $\frac{1}{6}$ H. P. packaged power



sealed unit. Insulated with 4 to 5 in. Fiberglas. Control set to maintain constant below zero temperature. Table-top height of 36 in., width 27 in., length 32 in. Five-year warranty.

Presenting

CUMMINS
MODEL
200
 $\frac{1}{2}$ " Electric Drill

**CUMMINS'
NEW TOOL
FOR ACTUALLY
Unprecedented Profits**

LIST PRICE
\$39⁹⁵

Compare CUMMINS 200 with any other $\frac{1}{2}$ inch drill at any price!

It looks and performs like tools listing from \$10.00 to \$15.00 higher — yet carries *greater discounts to Jobbers and Dealers.*

Styled to match the finest

Priced for volume sales

Engineered for quality and stamina

by a company with 60 years experience in precision manufacturing.

- Full Size
- Balanced for users ease
- Preferred horizontal handle
- Modern stub nose
- Additional handle included
- Jacobs 33B geared chuck

Covered by Cummins' Perpetual Guarantee

SINCE  1887

**Insure place on
delivery sched-
ule by returning
coupon NOW!**

CUMMINS PORTABLE TOOLS

Division of Cummins Business Machines Corp.
4764 Ravenswood Avenue
Chicago 40, Illinois; U. S. A.

HA-2

Please send me additional details on the

- ☐ Cummins $\frac{1}{2}$ inch Drill
☐ Cummins $\frac{1}{4}$ inch Drill

Name _____

Company _____

Address _____

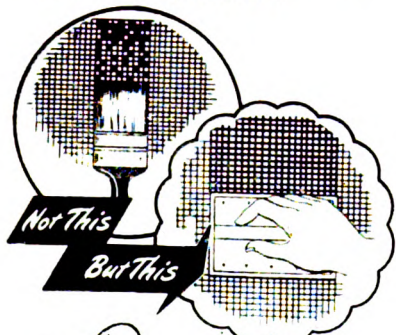
City _____ Zone _____ State _____

Jiffy Fast Moving DISPLAY ITEMS



New Unique SCREEN PAINTER

Paints 10 times faster than a brush, allows use of full-bodied, fully-protective paint, yet never clogs the mesh. Easier to use and clean. Nationally advertised.



ATTRACTIVE DISPLAY

FREE display die-cut to fit quart screen paint can, holds actual Jiffy. Sells Jiffy and the screen paint, too.

APPROVED BY WORLD
LEADING PAINT MANUFACTURERS
AND CONSUMERS

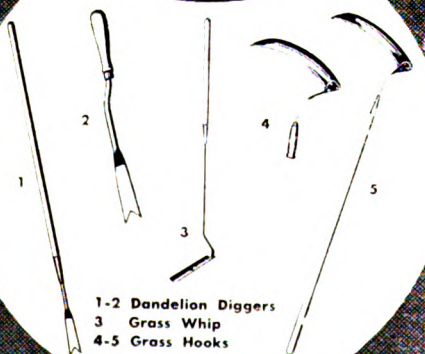
ROLLER APPLICATOR

Especially engineered for water thinned paint, makes anyone an expert painter. Approved by world's leading paint manufacturers, and users.



COLORFUL DISPLAY
FREE display holds actual Jiffy Roller Applicator and shows outstanding features.

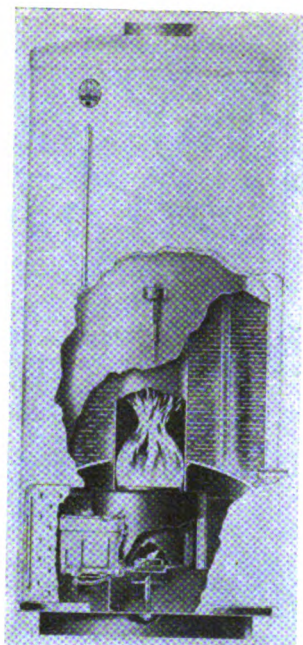
LONG PROFIT QUALITY GARDEN TOOLS



1-2 Dandelion Diggers
3 Grass Whip
4-5 Grass Hooks

SEE YOUR JOBBER OR WRITE DIRECT
A. B. CARLSON & COMPANY

Aurora 3, Illinois

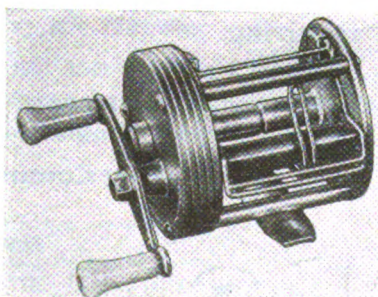


Oil-Burning Water Heater

J. L. Gillen Co., Dowagiac, Mich., offers a completely streamlined automatic oil-burning water heater. It features completely enclosed controls, within the casing. Permits placing water heater in smaller space and eliminates damage from broom, mop, etc. Improved low draft burner concentrates a swirling action flame at the base of the flue casing for efficiency and rests on a screw-jack support to permit quick and easy lowering for servicing. Magic Pilot, with in-built anti-flooding device is not affected by variable drafts, but is said to burn evenly at all times. Heater is available in 30 and 45 gal. sizes finished in baked white enamel, trimmed with stainless steel. Thermal bulb automatically controls water temperatures as desired from 125 to 165 deg. F.

Schatz Reel

Oakwood Precision Grinding Co., is making the Schatz four star anti-backlash casting reel. It is equipped with a simple brake mechanism which stops

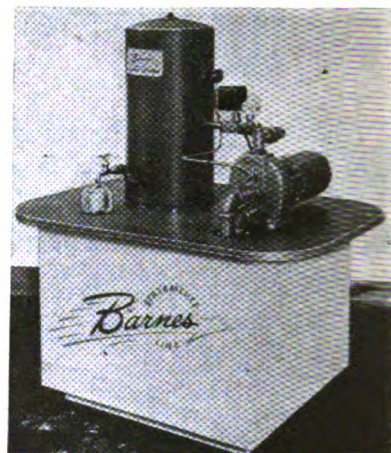


the reel the instant the forward motion of the lure is stopped. Brake tension can be adjusted to suit individual needs, or eliminated by turning the adjustment cam button. Reel is heavily chrome plated. Walter N. Schatz Industries, Inc., 28 E. Jackson Blvd., Chicago 4, Ill.

WHAT'S NEW

Barnes Water Systems Demonstrator

Barnes Mfg. Co., Mansfield, Ohio, is offering a demonstrator which shows how the new Barnes self-priming jet water system operates to keep water supply and pressure adequate for full use. Turn off the faucet and the water gushes out. Self-contained, it requires



no water source; no outside piping. Dealer's price is \$12.50 each. Price covers the base and necessary equipment for attaching the pump and tank. Dealer supplies pump and tank.

Forsberg Breast Drill

Forsberg Mfg. Co., Bridgeport, Conn., is introducing a breast drill in a new design with two speeds with ratios of 3 to 1 and 1 to 1. Operating smoothness results from ball bearing thrust on the spindle. Large gear is finished in red enamel while side and crank handles are of mahogany finished hard wood. Round shank drills are accommodated by the 1/4 to 1/2 in. capacity chuck. Drill is 17 in. overall.

Screw Driver

A sturdy screw driver, designed to provide the greatest possible grip and permit a slip-proof power behind each turn has been added to the line of Great Neck Saw Manufacturers, Mineola, N. Y. Colored plastic handle is said to be non-explosive, non-absorbent to grease or oils. Deeply embedded and twistproof, the handle is claimed to stand up under tough duty. Entire alloy tool steel blade has been hardened and oil tempered by the company's tempering process. Bit is precision ground to exact size. Tool is packed 1 doz. to a metal-reinforced box.



RIGHT COLORS! RIGHT COVERAGE! RIGHT RESULTS!

Lowe Brothers Style-Tested* Paints step-up your sales • pep-up your profits

Lowe Brothers Style-Tested paints are *right* on every count for easier, longer lasting decoration. Consumer-preferred everywhere, they are your best assurance of stepped-up sales, pepped-up profits—and satisfied customers who come back for more!

MELLO-GLOSS and MELLOTONE • Two famous wall finishes are now better than ever! — Sell faster than ever!

Due to great advancements in formulation, these two top-quality finishes—for walls and woodwork—sell faster than ever before. Consumer demand is up because both have new one-coat coverage—plus easy flowing, non-fading qualities which have given these long wearing finishes standout sales appeal. And Mellotone has the additional quality of having remarkable self-sealing properties which eliminates the need for a priming coat.

The colors of Style-Tested Mellotone Flat and Mello-Gloss Semi-Gloss Wall Finishes are alike, too, and this means easier, more profitable sales for you!

These are but two of the many changes that have been made throughout the Lowe Brothers line. Yes, you can rely on Lowe Brothers for fast moving—profitable sales. Write, phone, or wire today for complete agency details. We're at your service!

THE LOWE BROTHERS COMPANY • DAYTON, OHIO



Style-Tested* Paint Colors Speed Turnover

Your customers buy Lowe Brothers paint colors quicker because they're Style-

Tested by a fool-proof Color Research Plan, to be in keeping with the latest color trends in home decoration. Style-Tested Colors speed your turnover of minimum stock!

Aggressive Advertising Backs Lowe Brothers Products

Consistent advertising tells your customers about the ease of choosing and using Lowe Brothers quality-made products. This aggressive promotion assures greater dealer profits from faster sale of Style-Tested paint colors.

Lowe Brothers

PAINTS • VARNISHES



Uniform high Quality

...day-in, day-out dependability
for the dealer and his customers

You can always depend on a GREENLEE 22. For each of these fine Solid-Center Auger Bits is given special care by craftsmen through every step of manufacture. Each is *Induction Heat-treated* so it will take and hold uniformly sharp cutting edges. And each is *Plastic-Sealed* with a heavy protective coating to assure its reaching you and the user "factory perfect".



Greenlee 22

SOLID-CENTER AUGER BITS



STOCKED BY LEADING WHOLESALERS

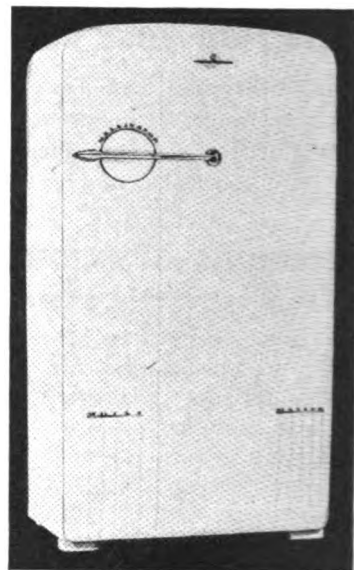
FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE

Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade Draw Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning Tools • For complete information on these and other fine GREENLEE Tools, write today to Greenlee Tool Co., Division of Greenlee Bros. & Co., 1802 Herbert Avenue, Rockford, Illinois, U.S.A.

WHAT'S NEW

'Moist-Master Kelvinator

Kelvinator Division, Nash-Kelvinator Corp., Detroit 32, Mich., offers the Moist-Master Kelvinator featuring top-to-bottom refrigeration. It includes the new Kelvinator development, the re-



frigerated fruit freshener. The across-the-top frozen food chest has a capacity of 50 lbs. of packaged frozen foods and ice cubes. A different kind of cold is found in each of the food keeping sections of the Moist-Master due to the two sets of refrigerating coils. Coils which maintain the sub-freezing temperature of the frozen food chest, also refrigerate the central or balanced cold compartment. Secondary coils, operating at just above freezing, refrigerate the glass enclosed Freshner and the tilt-out Fruit Freshener. Glass shelves of the cold-mist zone retard moisture extracting air circulation. Humidity is controlled by an adjustable baffle which controls circulation of air immediately under the freezer by means of a condensate receptacle. Model has a capacity of 8.5 cu. ft. within the shelf area, plus the Fruit Freshener. It is suggested to retail for \$359.95.

Ross Square Spray

Square spray pattern of the spray is achieved by the engineering of its all brass construction, assuring uniform coverage. Overlap and excessive saturation of lawn areas is said to be reduced to a minimum. Ross Sprinkler Co., 34 Roberts St., Pasadena 2, Cal.



Portable Heaters

Perfection Stove Co., Cleveland, Ohio, has added three portable heaters to its line. The heaters, says the maker, will completely heat rooms of 1500 cu. ft. capacity or less, will operate 12-17 hrs. on less than 1 gal. of kerosene. Heaters



serve as auxiliary sources of warmth when temperature isn't low enough to warrant furnace heating. Model 750, shown has a Pyrex Brand glass globe, brass burner and reservoir, two-tone brown and white porcelain-enameled drums, chrome plated handwheel and trimming. Like the other two models it has double safety Underwriters' catch built-in floor tray and air cooled handle. Due to its "Firelight" design, it radiates both heat and light. Model 735 has a Pyrex Brand globe also. Top and lower drum are black baked enameled. Upper drum is polished steel and the steel reservoir is zinc-coated. Other features are the same as the 750. Model 730 has the same heating capacity as the other models, the upper drum, the lower drum and top are the same as model 735. Steel reservoir is zinc-coated.

'Stand-Up' Grass Shears

Seymour Smith & Son, Inc., Oakville, Conn., is offering the No. 1575 "Stand-Up" grass shears, featuring a single large wheel. The 4 in. diameter wheel rolls over uneven ground smoothly and is easily guided in a straight line, says maker. Adjustments of a simple mechanism located at the wheel permit various cutting angles for tall or short users. Exact height of trim can also be set. Guide handle at top balances the tool in operating position, enabling the shears to be guided and used at all angles. For special work, the wheel can be quickly removed and the guide handle facilitates the use of the shears in places hard to reach. Easy squeeze action on handles controls the blades at the bottom of the tubular steel shaft. Tempered cutlery steel blades are self tensioning and cut clean their entire length.



Perhaps no better demonstration of Lowell product superiority can be shown than this: Lowell is the world's largest manufacturers of sprayers and dusters exclusively. You can rely upon Lowell . . . for quality . . . for sales . . . for satisfied customers.



Pennant



Commander



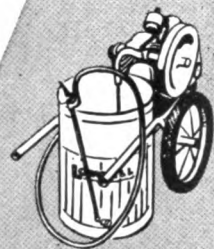
Premier



Roto-Blast Duster



Stauffer Duster



Cyclone



"Lowell Sprayers and Dusters have eye-appeal for any customer, and we find that Lowell performance brings repeat business."

A Lowell Dealer
(name on request)

LOWELL
Manufacturing Co.

© 1947-L M Co.

WORLD'S LARGEST MANUFACTURER OF SPRAYERS AND DUSTERS EXCLUSIVELY

WRITE DEPARTMENT 51, 500 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

CHIPS FLY



*"California Reversible"
for heavy work in the big woods*

They Cut Longer Between Sharpenings

*"Hudson Bay"
super-useful for
camp or trap line*



Since 1826, this trademark has represented the best in axes

COLLINS

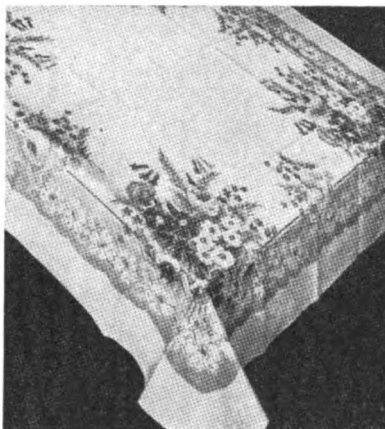
Axes and Hatchets

The Collins Company, Collinsville, Conn.

WHAT'S NEW

Plastic Coated Tablecloth

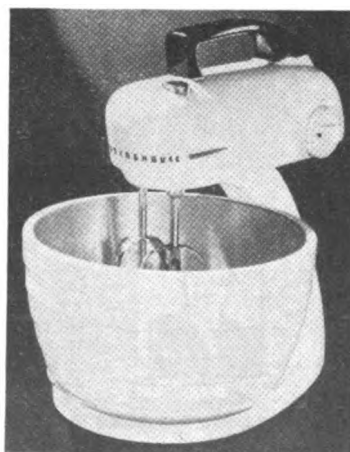
Aristocrat Linens, 416 Broadway, New York City, offers plastic coated, fine cotton tablecloths. "Lady Eve" cloths are treated with a gossamer



coating of Monsanto Vinyl film which preserved the design of the cloth. Film is so applied that the material remains soft and yet becomes stronger and more durable. Claimed to be impervious to stains from household foods and beverages. Also said not to rip, peel or crack. Tablecloths are available in 52 by 52 in. size and 52 by 70 in. Hand printed, colors are guaranteed to be fast. Three patterns are made, and assorted colors packed to the doz. Counter display cards and advertising mats are furnished upon request. Washable, the cloth is ironed on the reverse side.

Electric Food Mixer

Westinghouse Electric Corp., 246 E. Fourth St., Mansfield, Ohio, is making a light weight electric food mixer. Designed for power, efficiency of beating action and ease of cleaning, the mixer has reserve power built in that is said



to assure constant beating action during mixing at any one of 20 dial settings. Large mixing bowl is located off center to give maximum heating action. Most food preparations can be done at one dial setting. Beaters are easily set in and removed. Mixer can be easily detached from its base and used as a portable unit. Juicer attachment is slipped into position. Its drain spout can be tilted up to prevent dripping of fruit juices. Equipped with $\frac{1}{8}$ hp. capacity motor. Bearings are all packed with sealed-in grease. Suggested retail price is \$35.50 and the juicer is sold as an accessory for \$4.45.

Sun, Heat Ray Lamp Fixture

Combining a 275-watt RS sun lamp and a 250-watt R-40 heat ray lamp in one fixture, the Select-o-ray floor or table model unit is offered by Westinghouse Electric Corp., Post Office Box 868, Pittsburgh, Pa. Lamp container, base-mounted tubing and base are finished in an ivory baked-on-enamel with the bow and adjustable-height tubing.



chromium plated. Two-easy 3-position toggle action switch enables the user to operate either the ultra-violet or the infra-red lamps individually. Completely flexible it can be used as a floor model or by unscrewing upper portion from the sliding tube as a table model. Frame can be extended to 63 in. or lowered to 40 in. Unit weighs 12 lb. Operating life of heat lamps is in excess of 5000 burning hours and sun lamp will provide more than 400 applications. Reflectors on both lamps are built in. Shipping weight is 20 lbs., and suggested retail selling price is \$39.50.

"No Feudin', No Fightin', No Fussin'..."



when you FASTEN ON TO THE FULL LINE of **AMERICAN** SCREWS and BOLTS

Yes, sir, your customers are happier, your salesmen are happier and **YOU'RE** happier when you stock the *complete* line—American Screws and Bolts.

But *completeness* of line, alone, isn't enough! That's why American triple checks for fitness of head, thread and point in a series of tests by skilled men, proven methods and precision measuring machines. Screws that don't measure up get the "bum's rush" quickly, unfailingly. Result: *you* and *your* customers get 144 perfect screws in every gross.

Remember, too, American's "Information Center." Here your customers find the answers to the "\$64 questions" in fastening as to type of screw or stove bolt, type of metal and special applications. American's high quality of product and service means pleasant relationships between you and your customers—for your added profit. It will pay you to supply the increasing number of screw buyers who mark orders: "American brand . . . don't substitute."

AMERICAN SCREW COMPANY, Providence 1, R. I.
Chicago 11: 589 E. Illinois St. Detroit 2: 502 Stephenson Building



"... and here's the Trade-Tested
Package for STOVE-BOLTS!"

Users and dealers alike have put a big OK on this unique partitioned package, originated by American. This box keeps bolts and nuts separate . . . helps dealers in stock-keeping . . . frees users from chore of turning nuts off bolts.

3 NEW GREAT NECK DISPLAYS BRING ACTION TO COUNTERS!

PROFIT-MINDED Great Neck tools have always known how to make a sale. Handsome displays feature colorful easy-grip plastic unbreakable handles. Polished blades are fully hardened, tempered for longer life and reliability. Displays are specially boxed.
EACH SCREW DRIVER FULLY GUARANTEED



No. 50 Screw Driver Assortment (1 doz.)



No. 66 Screw Driver Assortment (1 doz.)



No. AX Midget Screw Driver Assortment (1 doz.)

Inquire about other GREAT NECK best-selling displays!

**UNRIVALLED IN
PRICE & QUALITY!**

SEE YOUR JOBBER

GREAT NECK SAW MFRS., INC.
Mineola, N. Y.

WHAT'S NEW

'Thermo-Bag'

Fredric Rosenthal, 9 Vernon St., New Haven, Conn., has designed a cold-keeping "Thermo-Bag," outside of which is made of carriage cloth, fin-



ished in light gray. Bag is lined on the inside with a seamless waterproof fabric. Liner is of the pull-out type fastened only around the top. Lining being seamless and waterproof, plus the ease in cleaning, gives assurance of a clean bag at all times. Between the inside and outside covering is insulation material to keep out the heat and in the cold supplied by a rubberized ice bag filled with ice cubes. Ice bag, with a large mouth and metal cap, will take contents of two full size ice trays from average electric refrigerator. Has a snap fastener to hold it in place. Bag has a zipper fastener across the top and the bottom is reinforced so it will keep its shape and stand upright when set down. Available in 18 by 13 by 6 in. to sell for \$5, and 20 by 14 by 7 in.

Reardon's Tile Cement

Reardon Co., 2nd & Clinton, St. Louis, Mo., is introducing tile cement for bringing the bath tub and the wall back together again. It comes in powder form and is mixed with cold water as needed. Inserted into cracks with knife or blunt object. Maker says it will not harden in can, dries white, sets

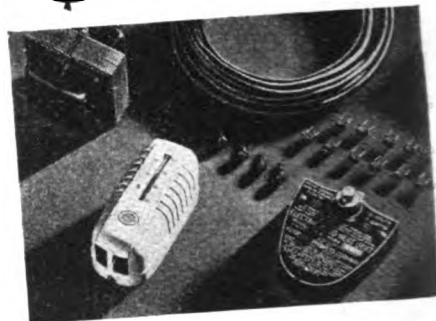


firm and will not shrink. Leaves a smooth moisture resistant surface that can be painted. Marketed in 1½ lb. cans.

**HERE'S \$7500.00 *
IN EXTRA SALES
FOR YOU ...**

**ALL Your Oil
Heater Customers will
welcome these**

**A-P OIL CONTROL
ACCESSORIES**



**A-P Heat Regulator Set
for Vaporizing Burning Space Heaters**

Here is THERMOSTATIC Temperature Control that will save oil, provide greater comfort, greater convenience wherever a Vaporizing Burner Oil Heater is used. You can install it on new heaters as well as those made as far back as 1939—all using the A-P Model 240-DR, UR or YR Manual Controls. That means a long prospect list and a chance to call on old heater customers—with profit.

Complete "Sales Package" includes an Electric "Auto-Heat" Conversion Top, Wall Thermostat, a Transformer, and all accessories for quick and easy installation.

A-P OILIFTER with integral Filter unit.



The OILIFTER attached to ANY vaporizing burner appliance — heater, range, water heater, furnace — ENDS OIL HANDLING IN THE HOME.

Avoids oil carrying, spilling, wasting by old-fashioned "bucketing".

Lifts oil to third story or 100 feet horizontally. Capacity, 1½ gallons per hour sufficient for one or more appliances. Easy to install — requires only single ¼" tubing.

A-P Fuel Oil "TRAPIT" Traps Impurities in Oil

Efficiency of any oil burning appliance will be definitely improved with this A-P Fuel Oil TRAPIT. Keeps troublesome impurities out of the oil to avoid many causes of service calls. Capacity, up to 3 gallons per hour.



CASH IN NOW on this rich Accessory Market! Write today for complete sales material on A-P Oil Control Accessories.

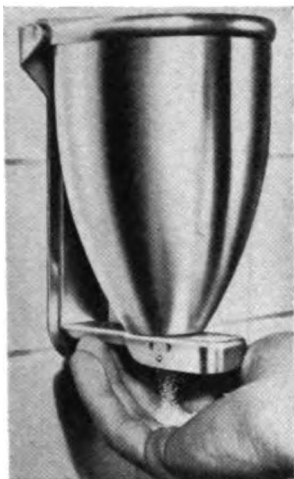
AUTOMATIC PRODUCTS COMPANY

2442 North Thirty-Second Street
Milwaukee 10, Wisconsin

**DEPENDABLE
OIL CONTROLS**
Designed to Eliminate Servicing

'Powdurn'

This unit is designed to dispense, soap and powder and is chromium plated. Powdurn is 7¼ in. high and from wall to knob is 4½ in. wide. Holds



1 qt. Entire container rocks back and forth shaking powder or soap into the hand. Dispenser cannot be removed from a wall when the cover is locked. Snap-lock is opened with key supplied. Knob and discharge mechanism are made of stainless steel. Four in. opening to fill unit. Separate wall plate with a flat stainless steel spring guaranteed not to break. Can be cleaned without removing wall screws. *American Dispenser Co., Inc., 215 Fourth Ave., New York City 3.*

'Pop-N-Diver' Lure

Trail's End Industries, Laurel, Long Island, N. Y., is offering the Pop-N-Diver fish lure. It pops, dives or floats on the surface, all with realistic motion, says maker. Selection of action is easily made by finger pressure only and each adjustment is self-locked until intentionally changed. Sharpness of pop and depth of dive can also be regulated. Will catch bass, trout, salmon, striped bass, all fresh or salt water game fish. Made in a ½ oz. model, it is suggested to retail for \$1.49, packed individually in transparent plastic carrying container.



Anyone

who is planning to build or remodel

is a potential customer

for

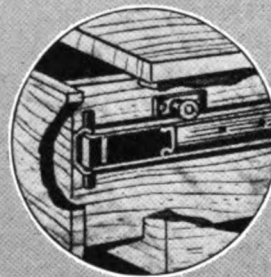
KV BUILDERS' HARDWARE



K-V builders' hardware will make any kitchen cupboard, bookcase, wardrobe or linen closet more useful and convenient. Shelf space can be arranged to fit any purpose; drawers never stick or sag; sliding doors operate easily. All K-V items are widely recognized for superiority in construction and design.



ADJUSTABLE SHELF
STANDARDS AND SUPPORTS



DRAWER SLIDES



FLUSH TRACK
AND ROLLERS

● With so much building and remodeling in your community, you'll find it profitable to feature K-V builders' hardware prominently.

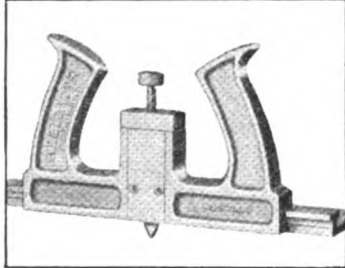
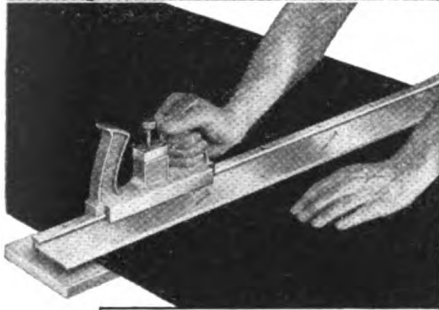
KNAPE & VOGT MFG. CO.

GRAND RAPIDS 4, MICHIGAN,



MAKES CUTTING OF WIDE BELTS

Easy



Here is a tool that makes the cutting of wide conveyor and transmission belting a simple and easy job—it's the Alligator Wide Belt Cutter for cutting all belts (except those containing metal) up to 60" wide and 1½" thick.

The guide rail is clamped or nailed to the belt and the cutter head is pushed across the belt. Each cut is made about ⅛" deep and with several rapid strokes the belt is cleanly and squarely cut.

Bulletin No. BC-350 gives all the details on this new cutter.

Order from your Supply House

FLEXIBLE STEEL LACING COMPANY
4616 Lexington Street,
Chicago 44, Illinois

Also sole manufacturers of Alligator Steel Belt Lacing for transmission and conveyor belts, Alligator V-Belt Fasteners and Flex V Fasteners, for V-Belts. Flexco HD Fasteners and Rip Plates and Hinged Flexco Fasteners for conveyor belts.

WHAT'S NEW

Copper-Rotenone Bearing Dust

Niagara Sprayer & Chemical Division, Food Machinery Corp., Middleport, N. Y., offers the C-O-C-S copper rotenone bearing dust which is said to completely control some garden insects and diseases. It is for selective uses where a Rotenone insecticide in combination with a copper fungicide is desired. Besides having the necessary insecticidal and fungicidal value it leaves no objectionable or harmful residue at harvest time, says maker. It is for use only as a dust in the control of striped cucumber beetles, Colorado potato beetles, flea beetles, cabbage and cauliflower worms, strawberry leaf roller and certain Aphids. Packed in 1 lb. sifter top canister, 24 per car-



ton, and in 4 lb. paper bags, 12 per carton. Suggested retail price is 55 cents and \$1.70 respectively.

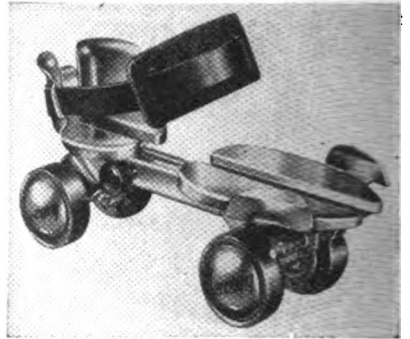
Platform Scale Bulletin

Yale & Towne Mfg. Co., 4530 Tacony St., Philadelphia 24, Pa., offers P714C bulletin, containing 16 pages in two colors on its Load King Dormant Platform scale. Seven cut-away illustrations explain the working of the mechanism. Four charts provide scale dimensions, platform sizes, scale capacities, dial graduations, tare beam capacities, beam capacities and shipping weight for both self-contained and semi-self-contained dormant platform scales.

Mercury Skates

Midwest Industries, Inc., 1955 W. 112th St., Cleveland 2, Ohio, is offering Mercury skates with 2 sets of ball bearings in each wheel. Skates have all welded construction with an extra strong bridge bar. Rubber shock absorbers are oversized. High back plate for added safety. All felt ankle pad

with leather strap is provided. Skates are cadmium plated. The hub caps are full automotive type. Skates feature



positive-action toe clamps. Pairs are individually boxed and packed 12 pairs to standard carton, shipping weight, 65 lbs. Suggested to retail for \$5.95.

'Petco' Garbage Can

"Petco" garbage can features a positive cam catch on the lid which works any place on the flange of can. All seams are continuous, electrically seam welded and 16 gage bottom extends up 3½ in. Can has 20 gage sides and 16 gage top. Has rounded bottom and soft rubber gasket cemented inside lid which helps make the can practically air-tight and odorless. Made of prime cold rolled steel. Twenty gal. can weighs 25 lbs., painted with black acid resisting paint on inside. Outside is coated with a primer coat and then a coat of gray lacquer or green baked enamel. Three are packed to a carton,



shipping weight, 76 lbs. Can is suggested to retail for \$7.95. W. T. Pettit & Sons Co., 1417 Florencedale Ave., Youngstown, Ohio.



New **PROFIT** Maker

HANDEE PLASTIC-CRAFT KIT

**PUT THIS SET IN
WINDOW OR ON THE
COUNTER—
*Watch it go!***



With a Handee Kit and the Plastic-Craft Kit, a fellow can really go to town — he can do just about everything. Sell the combination and you have an accessory customer for years to come.

Has a growing market among hobbyists and workers in plastics. Complete equipment to make gem-like, internally carved costume jewelry, wall plaques, paper weights, door knobs, etc., which attract attention and sell at high prices. This kit contains plastic cutters, sanding, buffing and polishing accessories, colorful dyes, enough clear plastic to make products with a retail value of over \$50.00, with full instructions. Made for use with the Handee, but will fit any electric tool. Nationally advertised at only **\$6.95**

HANDEE TOOL OF 1001 USES

First tool of its type and today's finest. Balanced to fit your hand, weighs only 12 ounces, and handles like a pencil. Grinds, drills, engraves, cuts, carves, sands, saws, polishes any material—metal, alloy, plastic, wood, leather, etc. Runs at a cool 25,000 r.p.m. AC or DC. Handee in an eye-appealing carrying case with 40 most popular accessories is nationally advertised at \$27.50. Handee (without case) and 7 accessories \$20.50.

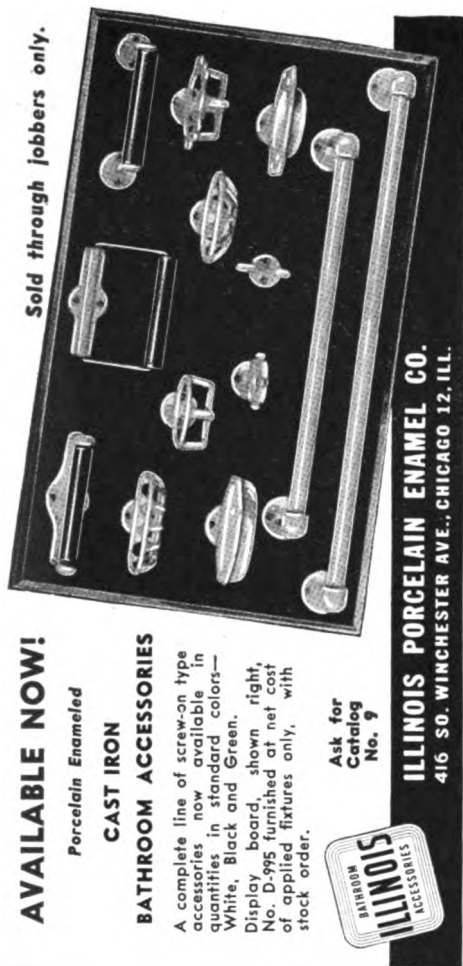
DEALER HELPS—Available are newspaper mats, electrotypes, circulars, displays.

CHICAGO WHEEL & MFG. CO.

Quality Products Since 1895

1101 W. Monroe St., Dept. HA, Chicago 7, Ill.

Sold through jobbers only.



AVAILABLE NOW!
 Porcelain Enamelled
CAST IRON
BATHROOM ACCESSORIES

A complete line of screw-on type accessories now available in quantities in standard colors—White, Black and Green. Display board, shown right, No. D-995 furnished at net cost of applied fixtures only, with stock order.

Ask for Catalog No. 9

ILLINOIS PORCELAIN ENAMEL CO.
 416 SO. WINCHESTER AVE., CHICAGO 12, ILL.

ZIM!

AND IT'S OPEN!

As Advertised In SATURDAY EVENING POST



JAR OPENER

One of the most popular of Zim's efficient household helps. Opens anything that wears a cap—glass, bottle, can, Mason jar. Strong, all-steel construction. White enamel or chrome finish.



CAN OPENER

There isn't a housewife in the U. S. who wouldn't go for one of these. Neatly opens any shaped can. Constructed for long service. Folds out of the way when not in use.



FLATIRON REST

An important addition to any ironing board. Leaves entire board free for ironing. Folds back when not used.

ZIM MANUFACTURING CO.
 Headquarters for Labor Saving Home Appliances
 3047 Carroll Ave. Chicago 12, Ill.

WRITE FOR LITERATURE AND PRICES

WHAT'S NEW

Foldaway Space Saver

Jaysid Mfg. & Dist. Co., Inc., 225 Lafayette St., New York City 12, made of metal can be permanently fixed to



any wall or closet door, or anywhere that clothes are hung. The unit will hold 12 garments. Screws are supplied that are said to hold firm on any thin panel of door.

Climax Pump Catalog

Climax Engineering Co., Clinton, Iowa, has published its 1948 catalog and price sheet. It contains information on the complete line of water systems, sump pumps, pump jacks, windmill pumps, hand pumps and pump accessories. Carries many typical installation drawings, exploded views and pump engineering data.

Cadie Polishing Cloth

Cadie Chemical Products, Inc., 621 Sixth Ave., New York City 1, is offering a polishing cloth which is chemically treated, contains its own polish. Cloth is guaranteed safe and is effective until it wears out. Cloth is extra-



large in size and is double wrapped in a glassine envelope and a Plasticloth envelope. Suggested to retail for 59 cents.

increase Cord Set SALES



free Self-Selling **DISPLAY**
 Holds 60 Cord Sets

- This smartly finished wood display holds, displays, **SELLS 60**
- Davis Cord Sets a complete line, (11 different types) each tagged with informative, self-service sales label. Fully stocked, offers a DAVIS cord for every need, in every price range. Uses small counter space — only 20" x 20" x 8" — increases impulse buying, increases profits, reduces sales time.
- **See** YOUR JOBBER OR WRITE DIRECT FOR FULL DETAILS AND PRICES.

DAVIS Mfg. Company
 PLANO 1, ILLINOIS



HOOKS HOOKS and HOOKS

ALL SIZES—ALL TYPES
 ALL SPECIFICATIONS

M. S. Brooks & Sons, Chester, Conn.
 Since 1848

"BROOKS for HOOKS"

Kern AC Arc Welders

John A. Kern Co., 224 (27) N. Loomis, Chicago 7, Ill., has developed a new line of AC welders, including three industrial models, and two models



for farm and general shop use, 130 and 180 amps. Electrical and magnetic circuits said to result in instant starting, smooth and stable, are at all amperage settings. Design produces high power factor, reduces, "no-load" losses and results in high efficiency. Movable core on all models travels less than 1 in. to cover the entire range of stepless amperage control. Absence of rotary parts results in quiet operation and almost eliminates the need for lubrication and maintenance. Ample air passages around coils and cores provide efficient cooling. Carriages are welded steel tubing and are equipped with large diameter, wide rim, cast aluminum wheels as standard.

Precision Drill Press

Fourteen in. precision drill press has been released by the *South Bend Lathe Works*, South Bend, Ind. Both floor and bench models are available. Most specifications are common to both models, each having a capacity to drill $\frac{1}{2}$ in. in iron or steel at the center of a 14 in. circle. Press features a built-in light with an independent switch, quick acting belt tension release lever, simplifies changing the spindle speeds and returns the vertical mounted motor to its original position after each change. Spindle has a maximum travel of four in. with spindle speeds of 707, 1305, 2345 and 4322 rpm. Depth gage is graduated in 16ths of an in., and has adjustable collars to control both the depth of the feed and the length of the return stroke. Full tilt type table with 10 by 10 in. precision ground top surface has slots for clamping fixtures of work. Shipping weight for either model is about 235 lbs. On-off switch, motor line connection cord, V-belt, motor pulley and 0 to $\frac{1}{2}$ in. capacity chucks are standard equipment.



MANUFACTURERS OF
ELECTRICAL APPLIANCES
TOYS and LANTERNS



ELECTRICAL APPLIANCES

FOR A QUARTER OF A CENTURY
THIS TRADEMARK HAS STOOD FOR
"QUALITY AT POPULAR PRICES"

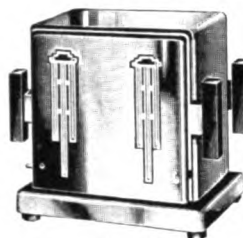
The Famous EMPIRE Electric PERCO-DRIP

method of coffee-making extracts only the desirable oils to produce clear, rich coffee. Starts percolating in 60 seconds. Modern design, polished seamless aluminum with cool, molded handle, scratch-proof feet, patented direct-heat emersion element and insulated valveless pump. In 5 and 9 cup sizes.



No. 1802
Suggested Retail
Price \$4.75

Smartly modern chrome finished EMPIRE ELECTRIC TOASTER

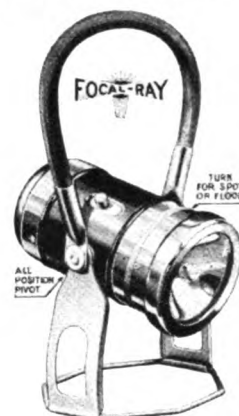


No. 759
Suggested Retail
Price \$3.75

offers outstanding features. Handles two large bread slices, turns them by a flip of the door. Large flat top for toast-warming. Extra large heating element for uniform toasting. Durable Construction, black enameled base, scratch-proof feet, large cool handles. A quality toaster at popular prices.

EMPIRE FOCAL-RAY ELECTRIC LANTERN

is the favorite of sportsmen, farmers, motorists—all who need handy, dependable, night-lighting. Changes from wide-spreading floodlight to powerful spot at turn of the lens head. All-position pivot base turns beam in any desired direction.



No. 900
Suggested Retail
Price \$3.00

RETAIL PRICE SLIGHTLY HIGHER IN WEST

THE METAL WARE CORPORATION

NEW YORK

TWO RIVERS, WISCONSIN

CHICAGO

STRIP-SEAL SELLS!

This little Strip...Seals out cold!

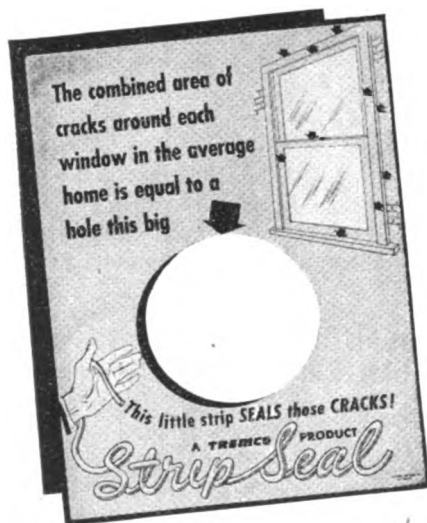


The Strip-Seal advertisement above is now appearing in ..



Sells in cellophane packets . . \$29

Sells in cartons
(pkg. of 5 packets) . . . \$1.35
(Far West slightly higher)



Here's a real stopper! Die-cut hole accurately shows customers how much heat is lost when windows are not tightly fitted or sealed with Strip-Seal! One display is packed in every shipping case you buy (13 cartons).

Improve customer service —
glaze with Mastic-Glaze



WHAT'S NEW

'1000 Spar'

Synthetic clear varnish known as "1000 Spar" has been introduced by the *Standard Varnish Works*, Staten Island, N. Y. Maker claims this varnish has much resistance to mars, scratches and all manner of abuses of abrasion and violence. It also is said to possess excellent adhesion and did not show signs of cracking, checking, peeling or other forms of deterioration after repeated immersions in ocean tides of Florida. Product is said to ordinarily eliminate the need for mid-season re-finishing. It is packed in qts., 12 to the case, 1 gal. square cans, 6 to the case, 5 gal. square cans and 55 gal.



drums. Shipping weight for the gal. can is about 9 lbs. "1000 Spar" is suggested to retail for \$9 per gal.

Gas Welding Rod Book

Page Steel & Wire Division, American Chain & Cable Co., Inc., Bridgeport 2, Conn., has released a new Gas Welding Rods Catalog, three-color, 24 pages. Covers the entire Page line, gives application, procedure, proper torch adjustment, and physical properties of each rod.

Folding Scissors

Latama Cutlery, 1133 Broadway, New York City, offers folding scissors and scissor knives, which have been off the market for 10 years. Imported from Italy they are made of high-grade Italian steel that is said to take a sharp edge. Utility shears, left, are heavily chrome plated. When folded they are 2½ in. long and ¾ in. wide. Open they are 4 in. long. Pocket knife is made of stainless steel, 2¾ in. long and ⅝ in. wide. Scales are engine turned and the knife features, aside



from a 1¾ in. utility blade and double cut nail file, scissors with ¾ in. blades. Scissors are suggested to retail for \$7 and the knife for \$12.

Arnold Sprayer

Garden Hose Spray Co., Inc., 7 Upland Rd., Cambridge, Mass., is offering a new garden sprayer which features a nozzle that adjusts from a fine mist to a 30 ft. stream. It attaches directly to standard garden hose and uses any one of the 11 different cartridge-type insecticides or the Cleanswell auto wash cartridge. Sprayer is finished in either chrome or brass. Both stationary and adjustable models have transparent cartridge holders so users can see when more insecticide is needed. Cartridges are scientifically compounded ready for use. Chrome finish are suggested to retail for \$5.50, brass for \$5. Cartridges are 35 cents each, 12 for \$4.

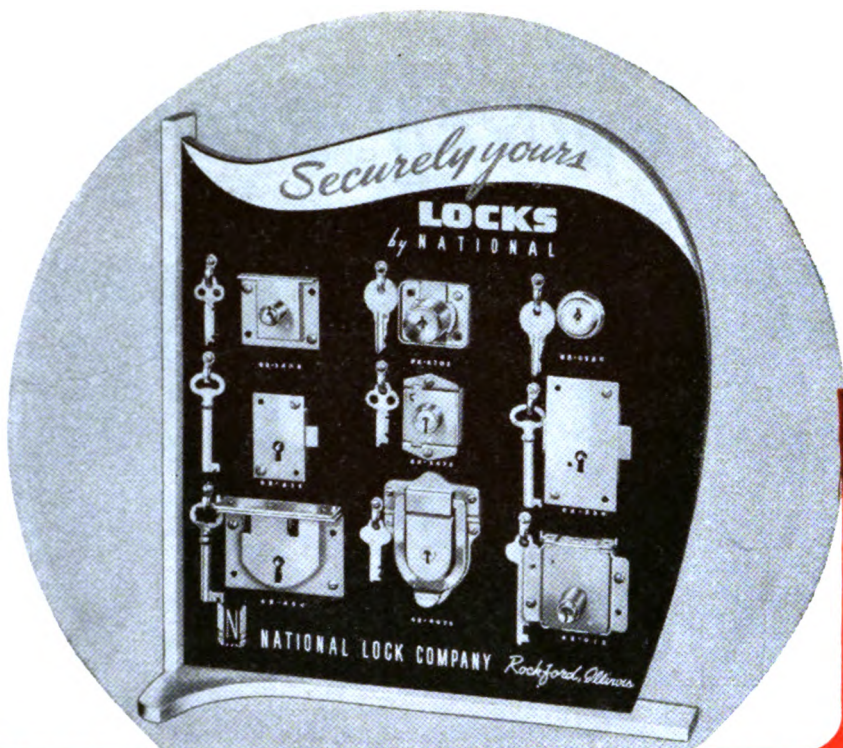
Hy-Fly—Hy-Line Fly, Line Dressing

B. F. Gladding & Co., Inc., South Otseic, N. Y., is packaging and distributing the silicone fly and line dressing called Hy-Fly and Hy-Line. Hy-Fly, made from Dow-Corning silicones is a colorless liquid which is said to permanently waterproof and float any type of dry fly after one application. Packed in 1 oz. bottles in self display boxes of one doz. Hy-Line, also made from Dow-Corning silicones is packed in 1 oz. tubes, a doz. to self-display box, suggested to retail for \$1 a tube. One application of Hy-Line is said to float a trout line all day. Lo-Leader, leader dressing, is packed in 1 oz. tubes, 12 to box, each to sell for \$1 retail.



N-68

BY NATIONAL LOCK



THE NEW **PROFIT-LINE** LOCK ASSORTMENT

A FAST-SELLING GROUP OF SELECTED LOCKS

Here are locks that S-E-L-L . . . that have *proven consumer acceptance* . . . N68 consists of nine carefully selected locks representing the fastest moving items in our extensive lock line. Your customers *want* these locks, and *need* them for a score of applications in the home and shop. Built to National Lock's rigid standards of quality, the direct result of over forty-five years of experience in fine lock manufacturing, this

PROFIT-PACKED group of universally-accepted locks will find a ready sale.

Each of these National Locks is *individually wrapped and packed in an attractive, printed envelope*. This is the only lock assortment on the market offering this convenient feature. Every package is complete and "right-count". No missing parts, eliminating unbalanced inventories.

Assortment yields a handsome PROFIT!

N-68 . . . Available from Your Jobber NOW!

7 No. N68-012	Chest Locks	7 No. N68-2475	Drawer or Door Locks
7 No. N68-053C	Drawer or Door Locks — (Cylinder Type)	7 No. N68-4475	Tool Box or Chest Locks
7 No. N68-826	Wardrobe Locks	7 No. N68-6703B	Drawer or Door Locks
7 No. N68-2408	Drawer or Door Locks	7 No. N68-450	Chest Locks
		7 No. N68-830	Wardrobe Locks

Includes one counter display board with one each of the above locks mounted in position — plus stock of six each of locks listed.

INDIVIDUALLY PACKAGED . . . FREE COUNTER DISPLAY BOARD

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS

MERCHANT SALES DIVISION



SELL THE PROVEN BRAND.*



WIRE NETTINGS

It pays to sell wire netting with the brand name that is a buy-word for dependable quality — Cortland.

Cortland Brand Wire Nettings are made with the best corrosion-resisting, open-hearth copper bearing steel from Wickwire's own mills . . . based on three-quarters of a century experience in wire manufacturing.

Left: Hexagon Poultry Netting — made with extra-long continuous twist; 1" and 2" Mesh; 20 Gauge; limited range of standard widths to permit greater production; 150-linear-foot bales. Galvanized before or after weaving.

Right: Straight Line Netting — strong Lock Twist evenly woven to hang straight without bulge or sag; 1" and 2" Mesh; 20 Gauge; Standard Widths; 150-linear-foot bales. Galvanized before or after weaving.

Hexagon Netting is also furnished in heavy grades, galvanized after weaving, for Animal Pen Netting and heavy-duty purposes; ¾", 1", 1½" and 2" Mesh.



Cortland BRAND

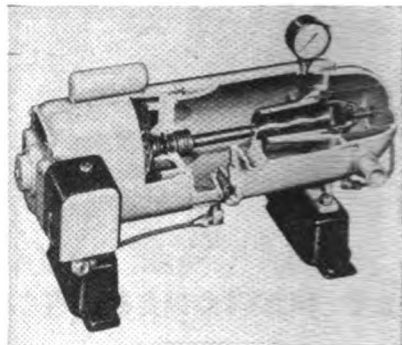
WIRE • SCREEN WIRE CLOTH • POULTRY NETTING • NAILS

WICKWIRE BROTHERS, INC., CORTLAND, N.Y.

WHAT'S NEW

Shallow Well Pump

Robbins & Myers, Inc., Springfield, Ohio, is introducing a shallow well pump. It is completely enclosed in a



streamlined cast-aluminum housing. Has a capacitor-type motor and its one moving part, a stainless steel rotor turning in a high quality rubber stator, is lubricated by the water it pumps. Built-in strainer and check-valve are also features of the pump. No parts under ground to rust and clog. Unit weighs 45 lbs. packed for shipping. Available in 250 and 400 gal. per hour capacities. Said to deliver positive pressure, without pulsation, in the pasture and feed lots as easily in the laundry, bath or kitchen.

'Windo Step'

O. B. Morrison, Toledo, Ohio, is offering a device which fits over any window sill, and is adjustable to all normal household wall thicknesses. User stands on a 17 by 10 in. wood floor outside the building and is protected



by a sturdy steel railing. Maker claims the unit is weight tested to more than 500 lbs. Said to be easily handled, upstairs or down, even with combination storm windows.

'Salty' Design Bags

International Salt Co., Inc., Spruce and Adams St., Scranton, Pa., has re-designed the 25, 50, and 100 lb. bags that carry its Sterling evaporated and



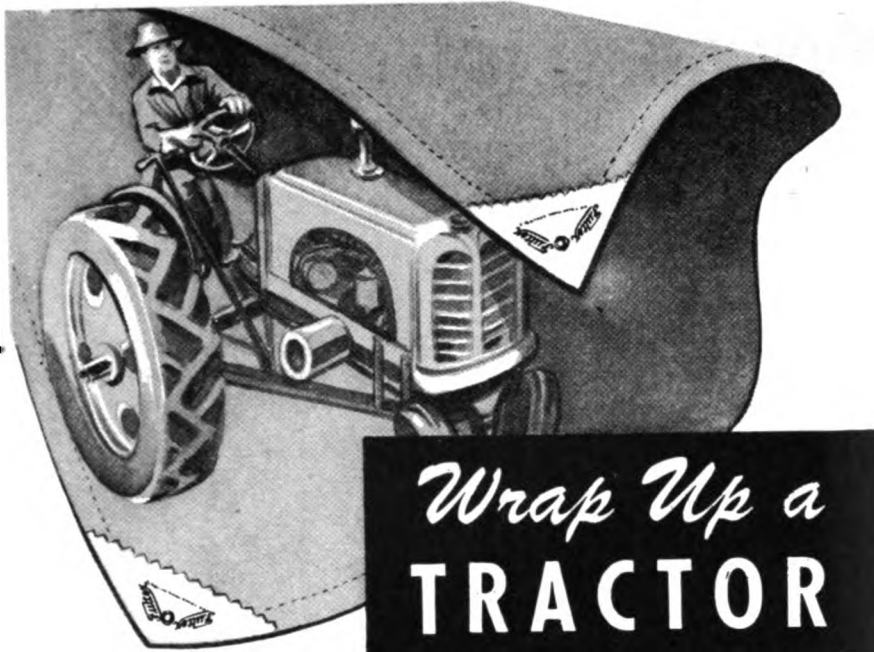
rock salt. Now the Sterling salt products carry the "Salty" trademark and tie in the company's advertising campaign that emphasizes the fact that Sterling Salt is "the Salty Salt." Bags are printed in two colors and show "Salty" on the front panel. Made of several thicknesses of heavy Kraft paper, the multi-wall bags are strong, says maker.

Offset Scrapbook No. 2

A. A. Archbold, 1209 S. Lake St., Los Angeles 6 Cal., is offering his Offset Scrapbook No. 2 which contains 48, 8½ by 11 in. pages, containing 1600 clean sharp proofs of punchy advertising words and phrases in hundreds of type styles, printed on one side only, ready to cut out. Many art panels, brackets, symbols, and numbers are also shown. Pages 43 to 46 are devoted to the exploitation of utility items such as are carried in hardware store. Material is well classified for reference and can be used as art in the making of engravings.

Speedex Wire Stripper

General Cement Mfg. Co., 919 Taylor Ave., Rockford, Ill., is offering improved "Speedex" hand tool which strips insulation from all types of wire. Strippers are made to strip wire sizes No. 8 to No. 30. Hardened steel precision ground cutting blades are interchangeable and can be purchased separately. Maker claims 750 to 1000 wires can be stripped per hour by girls or men. Automatic models, illustrated have stay open feature for stripping fine standard wires. Strips all types of fine stranded wire without crushing. Can be used on solid wire. Has on or off mechanism so automatic model can be used as standard model if desired. Suggested to retail for \$8. Each weighs 1 lb., 12 packed to a carton.



THAT'S ONLY *One* OF 1,000 PROFITABLE USES FARMERS HAVE FOR TRIPLE STRENGTH

Fulton TARPS

... only one of 1,000 sales appeals of Fulton all-weather tarps! Your customers want tarps to protect machinery against weather ... for temporary produce and livestock shelters ... for 1,000 profitable uses. And Fulton is the all-purpose tarp with extra sales appeal!

Colored canvas reinforcements under grommets give Fulton tarps triple-strength at points of strain ... make Fulton easy to identify even at a distance and provide extra advertising value for you. Pressure-impregnated with the exclusive Fulton weather and mildew treatment ... Fulton tarps are weather-proof and easy to handle even in low temperatures.

DEALERS WANTED!

Act now ... get the profitable dealership for these self-selling, self-advertising tarps. Write for full information about the Fulton selling plan which includes local newspaper advertising, direct mail advertising and store display ... and THE NEW "NAME ON YOUR TARP" PROMOTION! Address: Fulton Bag & Cotton Mills, Atlanta, Georgia.

FULTON BAG & COTTON MILLS

Manufacturers Since 1870

New Orleans
Denver

St. Louis
Atlanta

Dallas
Minneapolis

Kansas City, Kans.
New York



Now you can tell customers:

*"Here's a
sure way
to kill
soil pests!"*



SOIL FUMIGANT
effectively controls

*nematodes, wireworms,
mole crickets and other root-
destroying soil pests...*
in one application

Yes, here's something *new*
and *important* that has come
in the insecticide field.

D-D Soil Fumigant is
poured or injected into the
soil . . . turns to a gas that
kills *root-knot nematodes, wireworms, mole crickets* and many
other root-destroying parasites . . . pests which, up to now,
have resisted all but the most expensive methods of control.

Now inexpensive D-D gets them — *often increases plant
growth as much as 100%!*

D-D is applied 2 weeks before planting . . . is safe and easy
to use. One application lasts the entire growing season.

Pints, quarts, gallon and 5-gallon quantities are now available
to dealers. For information on using *and* selling D-D, write the
nearest Shell Chemical office listed below.



SHELL CHEMICAL CORPORATION

100 Bush St., San Francisco 6 • 500 Fifth Ave., New York 18
Los Angeles • Houston • St. Louis • Chicago • Cleveland • Boston • Detroit

WHAT'S NEW

Remington Counter Card

Remington Arms Co., Bridgeport, Conn., has issued an attractive and colorful counter-card describing Remington



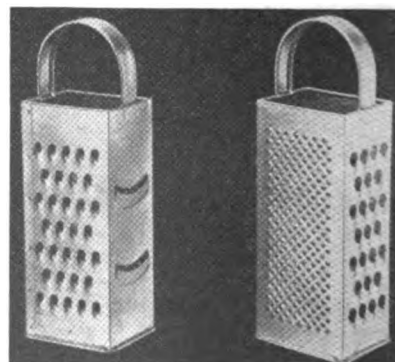
Hi-Speed 22 cartridges. Both cartridge and box are depicted in full color.

Wolff Carbon Pencils Again Available

M. Grumbacher, Inc., 460 W. 34th St., New York City 1, agents for Wolff Carbon Pencils has announced that the pencils are again being shipped to the United States by the Royal Sovereign Pencils Co., London, England.

Square Grater

Bougar & Co., 38-31 Crescent St., Long Island City, N. Y., is offering a square all aluminum grater with four different gratings ranging from size for carrots, cabbage, potatoes, onions, etc. Grater is rust resistant and stain proof. Constructed of heavy gage duraluminum. Seams are electrically welded. It is 7¾ in. long, excluding handle and 3½ in. wide. Weigh 3 oz. each, packed 3 or 6 doz. to a carton. Three doz. packed for shipping weight 8 lbs. Suggested to retail for 98 cents, each.



**THIS METAL MANUFACTURER
WILL MAKE your new products!**

**METAL SPECIALTIES
NOVELTIES
SUNDRIES**

FACILITIES INCLUDE:
Light Stamping
Spot Welding
Bright Plate and
Quality Finishes.



We represent a responsible manufacturer
who will make anything within the limits of
his facilities for a responsible distributor.

We solicit inquiries in behalf of this client
from responsible distributors having or know-
ing of some new product they would like
to sell.

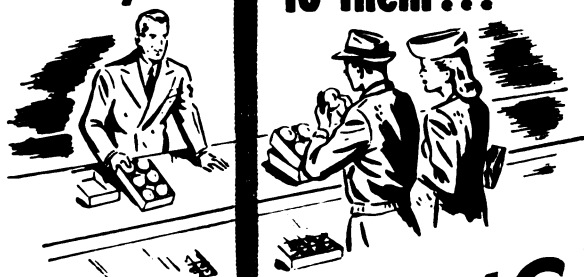
We are fully compensated by our Client.

Write Box HA.

CHARLES H. WELLING & CO., INC.
52 VANDERBILT AVENUE, NEW YORK 17, N. Y.
Consultants In New Product Development

From you

to them...



WITH ADVERTISING!



● **CASTING LINES**

Invincible
Blue Ribbon
Dauntless



● **FLY LINES**

Trans-Lu-Cent
Whip-Slik
Dauntless



● **SALT WATER
LINES**

Donegal
Carney
Dundee
Coastal
Sligo
Catalina (Braided)

● **ALL PURPOSE LINE**

Otsellic

More than 25 million copies of Gladding
advertisements are selling consumers . . .
before the next fishing season begins!

What's more, these advertisements are
delivering their impact right where YOU
want it . . . among the very folks that
YOU serve!

Hundreds, yes thousands, of your
neighbors are reading Gladding advertise-
ments in their favorite magazines. For
Gladding not only is using all the leading
outdoor magazines, but *Saturday Evening
Post* and *Collier's*, as well.

One Gladding advertisement after another
in such popular magazines as these are
making a lot of your neighbors look around
for their Gladding dealer. Let them know
that means YOU! Feature Gladding lines.
Tie in with Gladding advertising. This is
your time for action. Your time to convert
Gladding advertising into profitable sales
for yourself!

(U. S. Testing Certificate)
ACTION-TESTED CERTIFICATE
PACKED IN THE GLADDING BOX



B. F. GLADDING & CO., Inc.

Established 1816

SOUTH OTSELIC, NEW YORK



To Decrease the Cost of Buying and Selling

The American



TOY FAIR

in NEW YORK CITY

march **8th - 20th**

exhibits at

HOTEL McALPIN
200 FIFTH AVENUE
1107 BROADWAY
HOTEL BRESLIN

and other

**PERMANENT
SHOWROOMS**

TOY MANUFACTURERS of U.S.A., Inc.

200 Fifth Avenue

New York 10, N. Y.

**YOUR PROFIT
INCREASES WITH
JUST 4 WORDS!**



Yes—Four words make EXTRA profits—build EXTRA volume. Close every paint sale by saying: "You'll need Plaster-Stik, too!"

Plaster-Stik is the modern answer to the age-old problem of filling hair-line cracks in walls and woodwork before painting. So many advantages with Plaster-Stik:

NO DELAY. Always ready for instant use!
NO WATER—NO MUSS, no mixing, no waste.

APPLY WITH ONE HAND. Just draw over crack, smooth with finger or knife edge.

HARDENS PERMANENTLY in just a few hours, can be painted over immediately.

ECONOMICAL. Entire stick usable.

... And, for greater sales appeal **CELLO-PHANE WRAPPED** for easy inspection without breaking a package seal.

Packed two dozen sticks, individually carded, in colorful counter display carton. Order from your jobber today.

FREE STIK. Use coupon below to secure a full-size Plaster-Stik FREE; let your sales people try Plaster-Stik and watch sales zoom!



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

**The
LEONARD CO.**

506-B Third St., Des Moines 9, Iowa.

Name of Store

By

Title

Address

City

State

We have _____ people selling paint in our store.

WHAT'S NEW

'Sliservett'

Combination food slicer and server known as "Sliservett." Slicing edge is built into the heel in such a manner



that the slices of cheese or other foods, automatically come up onto the serving edge. Can be used also for serving cake, cold meat, meats which are cut with other instruments. Slicer and server parts are chrome plated handle is made of Lustron, polystyrene plastic. Monsanto Chemical Co., Plastic Division, Springfield, Mass.

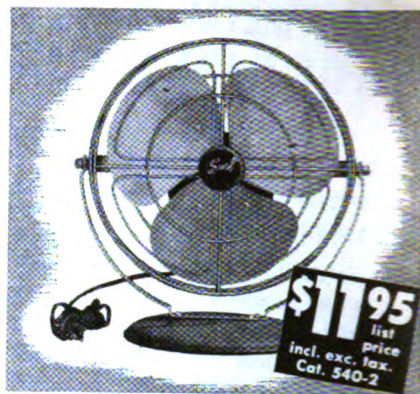
'Portabel' Strollwalker

Oakland Engineering Co., Inc., 800-100th Ave., Oakland 3, Cal., is offering a strollwalker which weighs 12 lbs. Made of aluminum and cadmium plated steel, it has smooth rolling bronze bushed, full circle, molded non-marking rubber-tired wheels. It folds flat. Has rubber covered bumpers. Release of a latch detaches the handle. Foot rest lifts out. Front handle is made of varnished wood, 7/8 in. diameter by 8 in. long. Rear handle is 1 in. diameter and 10 in. long. Dimensions folded flat are 7 by 17 1/2 by 37 in. Wood seat is painted with acid-resisting cream enamel. Cloth sides and back are blue duck. Packed in individual cartons, completely assembled.

Caster Hi-Jak

The Caster Mold & Machine Co., 1171 Wooster Rd., North Barberton, Ohio, is introducing the Caster Hi-Jak, safety ladder jack. By constructing the support grips to attach on the rails of the ladder, the danger of accidents arising from faulty rungs is eliminated. Bracer bar acts as a solid rest for the vertical supports of the jack and prevents the supports from exerting any strain on the lower ladder rungs, says the maker. The 12 notch adjustment bar allows the unit to be used either over or under the ladder. Any of the four machined bolts can be easily inspected or replaced. Constructed of heavy gage steel, the red-lacquered Hi-Jak weighs 12 lbs. Packaged 3 pairs to a carton. Suggested to retail for \$7.

Surf Fan!

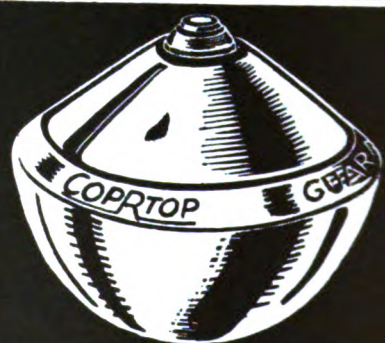


- Most compact 10-inch fan and air circulator, NEMA rated. For home or office; table, floor or wall mounting.
- Handsome gray crackle finish, bright plated blades and guard, base fully rubber mounted.
- 110-120 v. 60 cy. A-C only. Underwriters' Laboratories listed.
- Sturdy all-metal construction. Quiet motor and blades. No radio interference.
- Entire fan mechanism pivots smoothly in a full 360° arc without having to adjust screws or clamps.
- Low priced for volume sales... volume PROFITS.

Surf The great NEW name in household appliances

G-M Laboratories Inc., 4296 N. Knox Ave., Chicago, 41

COPRTOP TANK-BALL



- A Quality Fair Trade Item that builds satisfied customers.
- A copper top tank ball that insures firm seating and pure molded rubber bottom that prevents leaks—it's right for every tank.
- Attractive display box contains one dozen individually boxed balls.

A BIG PROFIT ITEM

Order from your jobber or write us direct

Write for information about MASTER-FIT Tank Balls that meet all competition.

AMERICAN RUBBER PRODUCTS CORP.

151 EAST 50th ST., NEW YORK 22, N. Y.

a Winning

TEAM...



THE NEVER-OLD
PRISCILLA WARE
Unconditional Guarantee

The *New* **PRISCILLA**
8-CUP Percolator



Here's a team that's hard to beat — a beautiful new Priscilla aluminum Percolator, backed by the prestige of the unconditional Priscilla guarantee.

Everyone raves about this new Percolator, because its streamlined design makes it so easy to clean. There is positively no drip from the spout,

and the molded Thermoplax handle will never burn.

This Percolator is a beauty — and, besides, it's very moderately priced. Like every Priscilla utensil it is labeled with the simplest, most easily understood, and broadest guarantee ever placed on any line of aluminum ware.

LEYSE ALUMINUM COMPANY

KEWAUNEE • WISCONSIN

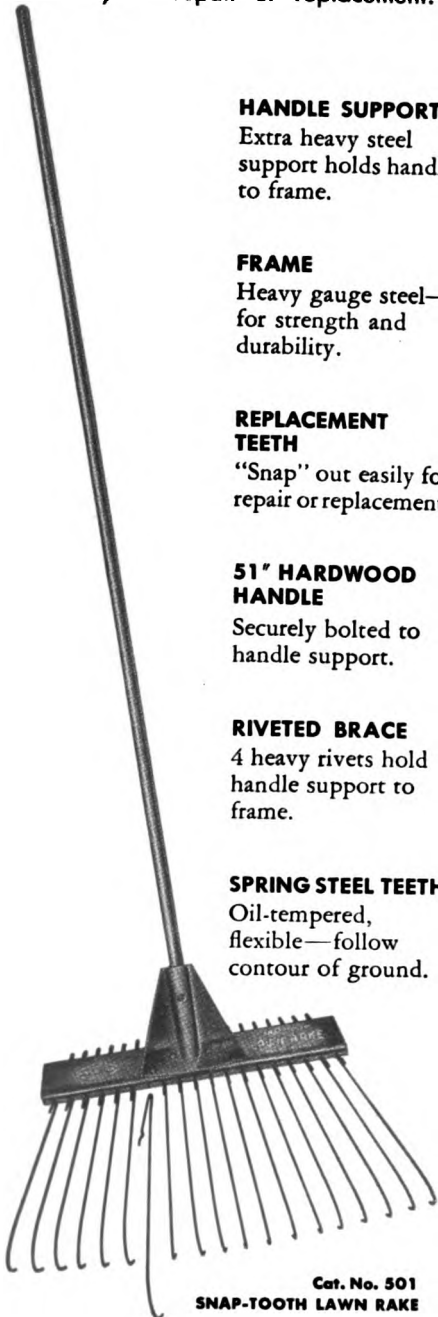
ANDROCK

SNAP-TOOTH

LAWN RAKES

(Pat. No. 1621276)

For use on lawns, golf courses; in parks, playgrounds, cemeteries, etc. Rugged, durable construction, yet lightweight and easy to use. Oil tempered steel teeth anchored securely in frame; can be "snapped" out easily for repair or replacement.



HANDLE SUPPORT
Extra heavy steel support holds handle to frame.

FRAME
Heavy gauge steel—for strength and durability.

REPLACEMENT TEETH
"Snap" out easily for repair or replacement.

51" HARDWOOD HANDLE
Securely bolted to handle support.

RIVETED BRACE
4 heavy rivets hold handle support to frame.

SPRING STEEL TEETH
Oil-tempered, flexible—follow contour of ground.

Cat. No. 501
SNAP-TOOTH LAWN RAKE

THE WASHBURN COMPANY
FACTORIES: WORCESTER, MASS.
ROCKFORD, ILL., NILES, MICH.

WHAT'S NEW



Super Renuzit

Renuzit Home Products Co., Philadelphia, Pa., is introducing Super Renuzit which is deodorized and detergentized. Maker claims that this cleaner works equally well on both oil and water bound soil. Maker claims the produce has no objectionable odor while in use, and when garments that have been cleaned in it, are dry there is no odor.

Farm Uses For Warp's Products

Warp Bros., 1100 North Cicero Ave., Chicago 51, Ill., has issued a catalog containing 31 pages showing the results that Spectronic "Supplement D" which Warp window materials are said to furnish, has had on the farms.

Magicook Cooker

Magicook Mfg. Co., 936 Bergen St., Brooklyn, N. Y., is offering a pressure cooker suggested to retail for \$7.49.

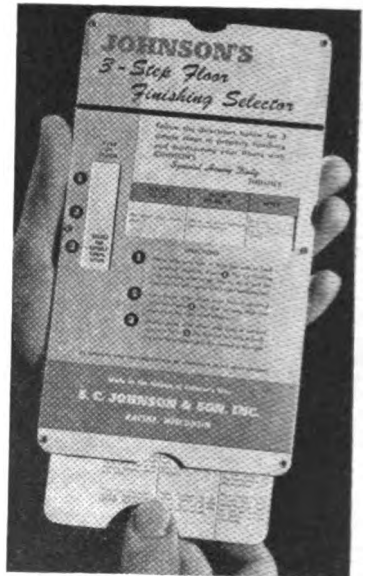


Four qt. size, the cooker is made of heavy virgin aluminum with a satin finish, and has thermo setting plastic handles. A twist of the Easy-Locking dome cover handle locks the cover in place. To open, just unlock and lift. Over-pressure plug cannot blow out, melt out or fall in the food, says maker. Pressure gage permits setting of pres-

sure at 5, 10, or 15 lbs. Claimed to maintain the pre-selected pressure automatically. Food divider is available for cooker making 2, 3, or 4 food compartments.

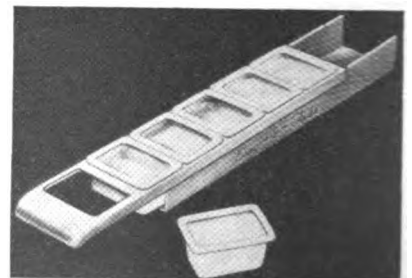
3-Step Selector

S. C. Johnson & Son, Inc., Racine, Wis., offers a compact 3-step Selector for maintenance engineers, operators of floor finishing companies and all other concerned with proper floor finishing and maintenance.



Aluminum Ice Tray

A. E. Cole Mfg. Co., 6335 Third Ave., Detroit 2, Mich., is making an ice cube tray featuring a sliding action. "Easy-2-Slide" aluminum tray has a rack with pull-out handle holding six white plastic freeze cups, which slides on the two upper edges of the channel base. When channel base freezes in, rack can be pulled as far as desired, depending upon number of cubes wanted. Plastic cups lift out; when inverted ice cubes drop at finger pressure. Additional cubes, made with extra cups, can be stored for parties. Suggested to retail for \$1, extra cups 6 for 50 cents.



**EASIER
SALES**

THE HURRICANE

Automatic Governor Controlled

POWER LAWNMOWER



**LIGHT WEIGHT . . . POWERFUL . . .
MANEUVERABLE . . . PROFITABLE . . .**

Here's the power lawnmower that is sweeping the country like a gale . . . in popularity among users . . . and profits for dealers. The HURRICANE has been tested and proved in practically every section of the country. And the 1948 model is now ready with new, improved trigger-fast governor control—new 2¼ H.P. engine—new hardened tip blades that will make it an even faster selling unit. Once sold, the HURRICANE stays sold. Its trouble-free operation assures complete customer satisfaction.

Check These **BIG** Selling Features

★ **Light Weight**—Carriage designed for lightness in weight combined with structural sturdiness. Bed is all cast aluminum.

★ **Even Cutting**—Four fully ball bearing wheels with 1.75 in. x 10 in. zero pressure tires. All wheels same diameter; insures cutting blade operating on an even plane, at all times.

★ **Maneuverability**—Handle designed for full floating operation; remains at constant level in the grasp allowing machine to float or conform to contour of lawn. Slight pressure on the handle hinge pins guides machine.

★ **Blade Driving Unit** is completely ball bearing friction type with ample tension to absorb all power of the engine. When striking immovable objects, it slips, protecting blade, engine crankshaft and driving mechanism.



★ **4-Cycle Trouble-proof Engine** easily started by short pull on starting pulley. Has the new inbuilt trigger-fast automatic governor. Will operate without throttle or any hand control. Keeps speed of engine and cutting blade constant whether cutting heavy or light grass or weeds.

★ **Grass Distributed** evenly over the lawn due to arrangement of special housing of the cutting blade; prevents windrowing.

JOBBERS—Write direct for complete information about The HURRICANE and how it can fit into your profit picture.

Get in Touch with Your Nearest Jobber

The jobbers listed below can supply you with The Hurricane Power Lawnmower. If no jobber near you, write us direct.

Benson Implement & Appliance
Omaha, Nebraska

Bering-Cortes Hardware Co.
Houston, Texas

Browne Equipment Co.
Columbus, Ohio

Bruce Boats & Motors
Jacksonville, Florida

Nelson Radio & Supply Co.
Mobile, Alabama

North Jersey Equipment
Newark, New Jersey

Old Dominion Motor Co.
Norfolk, Virginia

Pacific Supply Cooperative
Walla Walla, Washington

Raymond Lake Motors
Cleveland, Ohio

St. Louis Distributing Co.
St. Louis 10, Mo.

Buyrn, Old & Eaton, Inc.
Norfolk, Virginia

Haw Hardware Co.
Ottumwa, Iowa

Knapp & Spencer
Sioux City, Iowa

W. J. Krebs Sales Co.
Corpus Christi, Texas

Magnolia Seed Co.
Dallas, Texas

Neff Marine Co.
Milwaukee, Wisconsin

Stratton Baldwin Co.
New Orleans, Louisiana

Stratton-Warren Hardware Co.
Memphis, Tennessee

Stuckman Tire Service
Bluefield, West Virginia

Teague Hardware Co.
Montgomery, Alabama

Carmen Lude, Inc.
Charlotte, North Carolina

Cox Motor Co.
Washington, North Carolina

General Supply Co.
Kansas City, Missouri

Keith-Simmons Co., Inc.
Nashville, Tennessee

Speer Hardware Co.
Fort Smith, Arkansas

Excelsior Stove & Mfg. Co.
Oklahoma City, Oklahoma

Wiley Stewart Machinery Co.
Oklahoma City, Oklahoma

NATIONAL METAL PRODUCTS CO. 2722 CHERRY ST. KANSAS CITY 8, MO.

A GREAT SALES LEADER




Manufacturers  *Importers*

ENGLISH & WESTERN SADDLERY
RACING HARNESS
BUGGY • TEAM • PLOW • GOAT HARNESS
HARNESS STRAPS & HAMES
HORSE and MULE COLLARS
TEAM BRIDLES

WE SELL ONLY THROUGH RELIABLE RETAIL DEALERS

B. T. CRUMP COMPANY INC.
 1322 E. FRANKLIN ST., RICHMOND 13, VA.

N. Y. OFFICE: 225 FIFTH AVE.
 CHICAGO OFFICE:
 666 LAKE SHORE DRIVE

One-third of Government Financed Vets Entered Retailing

NEARLY one-third of the World War II veterans who started in business with the help of GI guaranteed loans are in the retail field, Veterans Administration announced. They are operating enterprises such as food and apparel stores, eating and drinking places, drug and liquor stores, automobile sales agencies, furniture and hardware stores.

Veterans Administration arrived at the proportion—actually about 30 per cent—in a survey of business loans made during a four-month period from May through August, 1947.

Service trades—such as beauty and barber shops, laundries, hotels and rooming houses, and cleaning and pressing establishments—attracted the second largest group or 20 per cent of the veterans.

Other types of businesses, in the order of their popularity, are: Transportation (taxis, buses, trucks, airplanes, boats, and ferries), 18 per cent. Professional and semi-professional (architects, editors, dentists, engineers, lawyers, physicians, teachers, musicians, nurses, technicians), 7 per cent. Crafts (carpenters, painters, electricians, mechanics, plasterers, brickmasons, other occupations in the construction field), 7 per cent. Sales agents, brokers, jobbers, commission firms and the like, 6 per cent. Manufacturing (including printing and publishing, and the processing and production of all types of commodities), 5 per cent. Wholesalers (merchants engaged primarily in distributing goods and commodities in large quantities to retailers and processors), 4 per cent. Finance, insurance and real estate businesses, 2 per cent. Recreation and amusements (such as orchestras, bathing beaches, bowling alleys, dance halls, shooting galleries, theaters), 1 per cent.

The Average Loan

Average amount of each business loan made during the survey period was \$3,200. Most of the loans, or 87 per cent, were non-real estate loans averaging \$2,600; the remainder were realty loans averaging \$6,900.

The survey disclosed that 35 per cent of the business loans were for the establishment of new enterprises. The rest involved purchases of going businesses, or buying into or



TRI-GEN SALES BIGGER THAN EVER

Plant sprays come and go, but Tri-ogen sales soar up and up! The world's largest-selling 3-way Plant Treatment, Tri-ogen is used in more public gardens, and endorsed by more Rosarians than any other. As a result when sales of other sprays are down, Tri-ogen sales keep going up!

So feature TRI-GEN for ROSE and Flower Gardens. Leading Rosarians publicly ENDORSE it. Professional gardeners USE it. Amateur rose growers NEED it. You will quickly PROFIT when you push Tri-ogen.

TRI-GEN SPRAY is the only balanced insecticide-fungicide-stimulant containing *Fermate*! And TRI-GEN DUST contains *Fermate*, DDT, Rotenone and Sulphur!

OTHER ogen PRODUCTS

CRABEX — crab grass and weed killer	FUNGTOGEN — fungicide-stimulant
KILLOGEN — fine plant insecticide	TOXOGEN — contains DDT, kills insects
MOLOGEN — kills the mole in his hole	CORN EAR WORM DROPS — kills worms
FUMEOGEN — dog, cat, rabbit repellent	RAF INSECT KILLER — for household use

BE PREPARED FOR BIG MERCHANDISE TURNOVER—You will need more than just an average stock of OGEN products. Stock the complete line. Sell the insecticides, fungicides, pest controls, etc. that are preferred everywhere. Order today

ROSE MANUFACTURING COMPANY

Dept. B-128, Ogen Bldg., Beacon, N. Y.

SELL OGEN PRODUCTS FOR QUICK PROFITS

ogen
NEED US PAY LATER

providing financing for going concerns.

Commercial banks made 91 per cent of all loans closed during the time of the survey. Mutual savings banks accounted for 4 per cent, and miscellaneous lenders for the remaining 5 per cent.

A study of the amortization period of the loans revealed that 42 per cent were made repayable in less than 2½ years; 32 per cent in from 2½ to 5 years; and 26 per cent in five years or longer.

Nearly all the business loans granted during the four-month period are repayable on a monthly installment basis.

Under the GI Bill VA guarantees the lender against loss for 50 per cent of the total loan, up to a maximum guarantee of \$2,000 on non-real estate loans and \$4,000 on real estate loans.

Business loans must be repaid within 10 years. More than 85,000 GI business loans, totaling \$273,000,000, have been approved in little more than the two-year period during which the program has been in operation.

Your Cost Of Government \$1.00 Plus Per Day

FEDERAL per capita tax revenue (excluding payroll taxes) increased 677 per cent from 1940 to 1947, according to an analysis of the cost of government which has been completed by the National Industrial Conference Board, 247 Park Ave., New York City.

Measured by tax collections, the cost of government came "to more than a dollar a day for each person" in the United States in 1946. Before the war, taxes amounted to 30 cents per person per day.

The increase in the cost of government since 1939 far exceeds the rise in the cost of food, clothing and other essentials.

"Costs of operating the Federal Government are met primarily through taxes on income, which now provide over three quarters of the federal tax revenue." Excise taxes have been losing their relative position in the federal tax structure, the analysis points out. "In 1940, these levies furnished close to 40 per cent of the tax revenues; now they supply less than 20 per cent."

Washington does not have a monopoly of governmental services, the analysis comments. "The forty-



RETAILERS: Make more money from your lawn sprinkler sales this year. Sell the New HUBBARD SPRINKLERS!

HUBBARD SPRINKLERS ARE EASIER TO SELL

More fast selling design and performance features make it easier to sell HUBBARD Sprinklers. These features plus dealer sales and display helps assure a fast turn-over. Just a spin of the rotating arm, and your customer knows that the operation will be smooth and quiet.

With stainless steel water lubricated ball bearing mounting, the HUBBARD Sprinkler spins merrily along, even when water pressures are low and other sprinklers stop. The HUBBARD Sprinkler will operate on only 2 lbs. of water pressure. This is important during heavy watering periods.

Scientifically designed nozzles sprinkle water evenly and gently like the rain. No puddles... no wasted water. Saturates the lawn properly. Pays for itself by cutting water bills. Does what a lawn sprinkler should do!

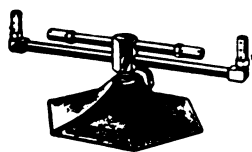
Waters from 2' to 80' without moving, depending upon model, by a simple adjustment of the water faucet.

EACH SALE BUILDS A SALE

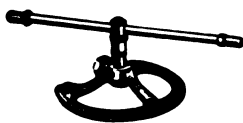
Rugged long life construction assures genuine customer satisfaction. Each sale will build sales when your customer tells his friends about his new HUBBARD Sprinkler!

LARGE PROFITS FROM EACH SALE

HUBBARD Sprinklers sell for \$3.25 to \$9.95. Each sale nets you a big profit. Customer satisfaction and dealer helps increase your sales and your profits. Plan now to sell HUBBARD Sprinklers this year and cash in on "America's Finest Line of Lawn Sprinklers"



Model B \$3.25
Non-rotating
Boulevard Sprinkler



Model C \$3.65
Popular Priced Lawn and
Boulevard Sprinkler



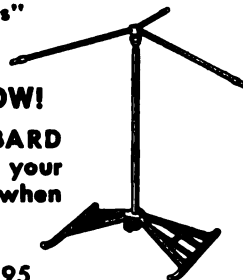
Model D \$4.98
"Ball Bearing" Lawn
Sprinkler—Our Most
Popular Seller



Model F \$7.85
"Ball Bearing" Sprinkler
for Larger Lawns

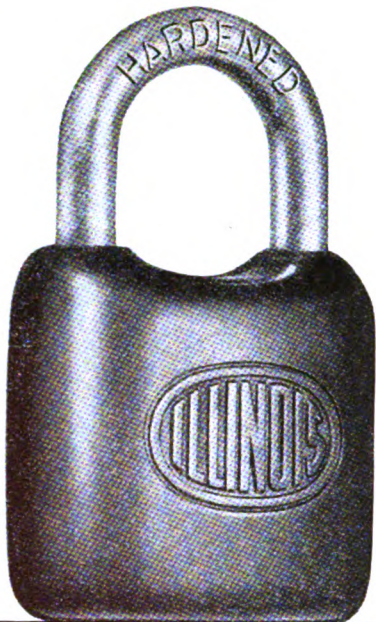
PLACE YOUR ORDER NOW!

Place your order for HUBBARD Sprinklers now and have your sprinklers ready for display when the watering season arrives.



Model G \$9.95
"Ball Bearing", for Golf
Course Greens, Estates, etc.

HUBBARD MANUFACTURING CO.
1014 MARQUETTE AVENUE • MINNEAPOLIS 2, MINNESOTA



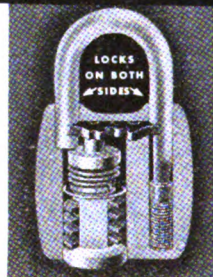
The Rhino may be the "rugged individual" in the animal kingdom but in padlocks the name Illinois has become the symbol of rugged construction. Just by holding one of these unusual locks you will feel the weight and know the strength is built right into the lock.



RUGGED

Thousands upon thousands of satisfied customers are testimony to the ruggedness and dependability of the Illinois Padlock. They know and appreciate the protection of its exclusive double locking hardened steel rotary bolts which lock the case hardened shackle on both sides. No other padlock gives greater security. It's self-locking and rap-proof... Safer! Order from your jobber today or write direct.

THE ILLINOIS LOCK COMPANY
800 South Ada Street • Chicago 7, Illinois



WIREGRIP precision made Belt Hooks come with extra (patented) blue aligning cards—are held more rigid, assuring perfect alignment of hooks—less hook loss from handling—a better job when applied with any make lacing machine. 6 sizes.

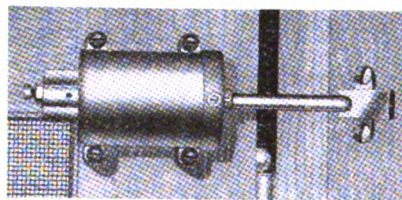
STEELGRIP Flexible Lacing, applied with a hammer, clinches over and protects end of belt. Makes strong, flexible joints. Boxed with 2-piece hinged rocker pins or can be obtained in long lengths for conveyor belt use.

ARMSTRONG-BRAY & CO.
The Belt Lacing People
5348 Northwest Hwy., Chicago, Ill.

STEELGRIP

STOP! that DOOR SLAM

Chicago "SUPER" Door Check does away with that annoying Screen and Storm Door banging.



Designed for use on all spring operated doors the New and Improved "SUPER" Door Check has an adjustable valve for checking doors regardless of weight. Simple to install—the "SUPER" Door Check comes to you individually boxed with mounting screws and stop plate furnished.



only **89¢** ea.
RETAIL.

FREE—With every dozen Door Checks you receive this attractive display that sells for you. Order now for that Spring hardware rush.

Ask Your Jobber about the No. 1000-5 "SUPER" CHECK

Chicago DIE CASTING COMPANY
2510 West Monroe St., Chicago 12, Illinois

eight states and 155,000,000. Earnings are also in the tax dollar." State taxes have increased 75 per cent in the past seven years in employment compensation reaching approximately \$1.4 billion in 1947. For their share, they garnered over \$5 billion.

To pay for government at the state level, sales and property taxes furnish 60 per cent of taxes collected. License and excise taxes furnish an additional 10 per cent. The foundation of the local revenue structure is the property tax.

The Conference Board's total tax revenues show that they amounted to more than one-tenth of the national income in 1946. "This relationship does not appear to have changed materially during the 1947 fiscal decade earlier, in 1937, it amounted to less than 17 per cent."

National income in 1946 was \$178.2 billion, which is 119 per cent above 1940. During the same period, total tax revenues (federal and local) jumped 257 per cent. "When the sharp rise in the level is taken into consideration, the percentage increase is reduced to 132 per cent. Federal taxes can account for this rise."

State and local tax revenues are not so high a percentage of national income as they were before the war, although total collections are above. The federal share of national income, which amounted to 10 per cent in 1940, rose to 22.4 per cent in 1945, 20.3 per cent in 1946 and about 18 per cent of the seasonally adjusted annual rate for the second quarter of 1947. Tax revenues related to gross national product show similar evidence of the expansion which has taken place in the national tax structure.

Frigidaire Executives Sees Banner Refrigerator Year

DESCRIBING 1947 as "the greatest year of all times in refrigerator dollar volume and second greatest in actual number of units sold," H. M. Kelley, appliance sales manager for Frigidaire Division of General Motors, Dayton, Ohio, predicts that 1948 holds an even greater potential, when he addressed members of the National Retail Dry Goods Association in New York recently. "In spite of much discussed shortages," Mr. Kelley declared, "1947

was the second greatest year of all time in number of refrigerators sold and by far the greatest year in refrigerator dollar volume. With the greatest refrigerator volume in history of the electric refrigeration industry and with a firm sellers' market and its resultant low sales costs and minimum markdowns, 1947 was unquestionably the most profitable year the appliance retailing industry has ever enjoyed.

"Barring plant shutdowns due to material shortages or labor difficulties," he continued, "either in the manufacturer's plant or the factories providing his materials, and assuming prices can be kept in line, 1948 can be expected to provide an even larger volume than did 1947."

At the same time, Mr. Kelley warned that 1948 may be a crucial year in the industry for the manufacturer, wholesaler and retailer. "It will be a year of adjustment, jockeying for position, fence mending and organizational strengthening—it may well set the pattern for the entire future of the industry by determining what brands will survive and what retailers will dominate their respective markets.

Turning to what he termed as the "heart of the trouble," Mr. Kelley said that there are probably too many dealers, too few salesmen and a great majority of retailers who either cannot or will not take seriously the threat of the critical period that is just ahead for them.

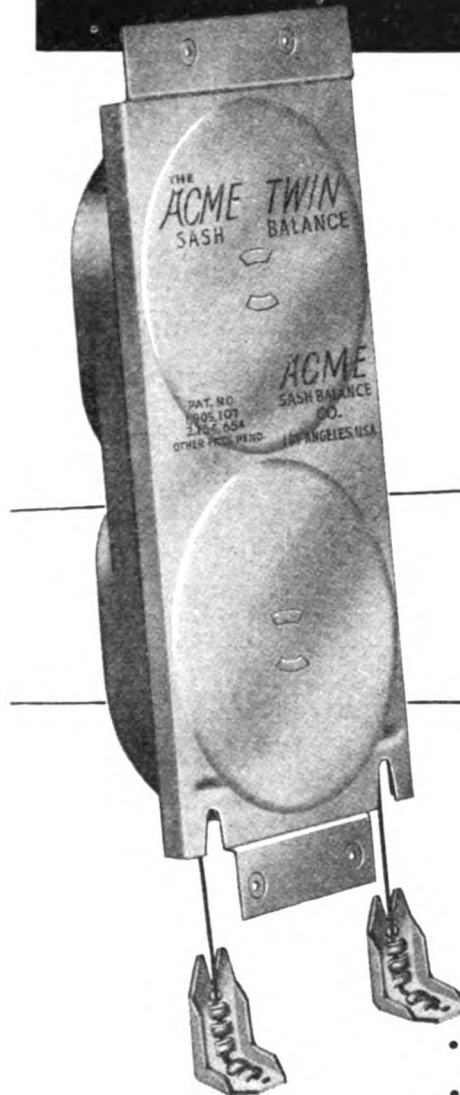
He described "specialty selling" as the key to "survival" during a possible chaotic period of price-slashing and dumping, that can be expected as "surplus" dealers unload inventories and fight to stay in business. History has already proved that effective specialty selling can carry an industry through such a critical period. During the depression of the '30's the refrigerator business continued to grow year after year much to the amazement of other industries. There are those of us who know, however, that this progress could be attributed primarily to the fact that the refrigeration industry had a highly-trained specialty sales organization.

"Stores must necessarily exert every ounce of sales management ability at their command," he concluded. "However, in the long run they will find security in an adequately-staffed force of specialty salesmen. In the final analysis, it is this hardy 'species' of selling men who hold the key to growing sales volume in the appliance merchandising field."

New

ACME TWIN

Offers Most Important Improvement Ever Made in Flat Type Sash Balances!



**Patented
Embossed Face Plate
Provides Protective
"Nest" for Cable Drum,
Eliminating Possibility
of Cable Jamming
Between
Face Plate
and Cable Drum!**

**Provides
Greater Strength —
Longer Life!**

• The following additional features make this new ACME TWIN the most practical and efficient sash balance ever designed.

- Only 3/4" Thick. Fits Flush in Pulley Sill.
- Special Oil-Impregnated Fibre Washer between Cable Drum and Face Plate insures quiet, friction-free operation.
- Tension Governor maintains uniform spring action and balancing.
- Spring Hubs riveted in at both ends, assuring two solid bearing points.
- For single or double installation on double-hung wooden or metal windows.
- Unconditionally guaranteed against imperfections in workmanship and materials.

**See your hardware or building supply jobber or
write direct for literature and prices.**

ACME

SASH BALANCE COMPANY
1626 Long Beach Ave., Los Angeles 21, Calif.

Only CORY

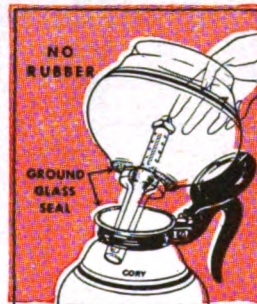
One look tells your customers why the new Cory Rubberless virtually *obsoletes* all other glass coffee makers. A glance tells Mrs. Customer that Cory's patented glass-to-glass vacuum seal means no troublesome rubber bushings to stick, wear or taint coffee flavor! What's more—a glance shows that the new Cory Rubberless *cleans* as easily as the famous Cory Glass Filter Rod—not a crevice for old rancid grounds to hide in!

ONE LOOK TELLS THE STORY!



Tell your customers about Cory's exclusive Flame-Tested Glass. Tell 'em what Cory's blow-torch-type heat treatment means to them in terms of glass of the very highest heat resistance.

ONE LOOK SELLS THE CORY!



No twisting! No tugging! This revolutionary and patented Cory feature means an end to grief caused by stubborn rubber parts that stick. Reduces possibility of breakage, easy to clean, too!

AND CORY ADVERTISING LEADS THE FIELD AGAIN



Look at the line-up of national advertising power now reaching and selling every segment of your market! Big colorful ads in Women's Service Magazines—Big General Magazines—Power-packed "local impact" publications! Write for tie-in displays, envelope stuffers and ad-mats—today!

Make the most of your revolutionary new Cory Rubberless Coffee Brewers. Always display at least TWO Cory Brewers in your windows and on your counters. Show one with upper bowl UPSIDE DOWN to demonstrate there's NO RUBBER BUSHING. Also display one with upper bowl INSERTED in decenter—ready for use.

CORY

CORPORATION

Executive and Sales Offices: 221 N. LaSalle St., Chicago 1

Sales and Display Offices:

New York • Chicago • Los Angeles • Toronto

Export Sales: The A. J. Alsdorf Corporation, Chicago 1

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has no rubber parts!



CORY

on the brewer means perfection in the cup!

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1948 Housewares Show Best Buying Show Since War

14,000 BUYERS VIEW EXHIBITS

**Price Increases Are Evident, 5 to 10
Percent, Mfr's Claim Better Production
Record for 1948, Both \$ and Unitwise**

Many of the old time exhibitors, claimed that the 1948 National Housewares Manufacturers Association's second big show held Jan. 15-22, at the International Amphitheatre, Chicago Stockyards, was the best buying show in their history.

The registration for the show averaged 2000 a day, or approximately 14,000 buyers during the eight days of the show. The 520 exhibitors made a new record for the show. A. W. Buddenberg, executive secretary of NHMA, announced that all exhibitors' booths remained intact for the duration of the show, for the benefit of late buyers. Manufacturers predicted that in the first half of this year, they will better 1947 production records, both dollar wise and unit-wise. Most buyers, according to reports, shopped around the first few days of the show, and then after deciding what to buy, did just that in large quantities.

With few exceptions, prices have gone up since the April show. The increase is not across the board, but where they have occurred, average 5 to 10 per cent higher. The trend is toward steady prices and most manufacturers will undoubtedly do what they can to hold the line.

On leading lines of automatic toasters, mixers, carpet sweepers, metal pantryware, enameled ware and bathroom scales allocations are still in force, and the outlook is for the quota system to continue for at least six months. Items like cutlery and glass coffee makers are more plentiful than at the previous show.

Besides the steel shortage, to which most manufacturers have practically resigned themselves, the next problem is obtaining the right type of lumber, and the prices of top grade clear dry lumber are still going up. The supply of aluminum has also tightened considerably in recent months.

In the opinion of many buyers, there was a definite scarcity of new items. A few were seen, a steam iron, juicers, four-cup coffemaker and the staple lines were expanded. Some manufacturers admitted they had something new but hesitated to show it and create premature excitement when they were hard pressed to produce all they could sell of old items in their lines.

It was also observed that manufacturers are improving the quality of their merchandise rather than cutting prices. In general, retailers seem to have resigned themselves to current price levels and are now operating as if they were in a new price era.

G. EDW. REINERT FORMS OWN SALES AGENCY

G. Edw. Reinert, who recently resigned his position as manager of the sales and service division of Wells Lamont Corp., Chicago, has organized his own sales agency in St. Louis, 407 N. 8th St., Suite 427.

Mr. Reinert joined Wells Lamont when Simmons Hardware sold out to Shapleigh Hardware. After spending a year on the road he was made manager of the sales and service division.

Mr. Reinert was a buyer for American Hardware Supply Co., Pittsburgh before joining Wells Lamont, and for eight years prior to that he was buyer for all tools and farm and garden goods for Simmons Hardware. He also served as manager of Simmons Minneapolis branch until Simmons closed all its branches. Mr. Reinert invites manufacturers' correspondence.

BELKNAP MAKES SALES FORCE PROMOTIONS

William R. Caskey, who joined Belknap Hardware & Mfg. Co., wholesalers, Louisville, in 1934 and traveled for 11 years in Arkansas, has succeeded the late Thomas W. Wathen as director and buyer of department seven. Mr. Rodes will remain as sales director for sales division five but Charles McConnell, who joined the company in 1923 and who is now assistant sales manager for division five, has been made sales manager in charge of Texas, Oklahoma and Louisiana.

Edward Hirsbrunner has been named sales manager for Arkansas, Missouri and miscellaneous



EDWARD HIRSBRUNNER

Western States. He became affiliated with the company in 1923 as monotype operator, later worked in the office sales department and in 1943 started traveling in Arkansas.



FOREST NEEDLES

FOREST NEEDLES W. BINGHAM COMPANY

Forest Needles was elected president of the Bingham Co., 1278 Ninth St., Cleveland, Ohio. Directors elected the following additional officers: S. L. Garberson, F. R. Maguire, Murray, H. M. Pfeiffer, Bremer, vice-presidents; Durr, treasurer; E. F. K. assistant treasurer; O. O. man, secretary; and E. Schroeder, assistant secretary.

The following directors elected by the stockholders: Messrs. H. D. Cram, W. Knight, Needles, Maguire, Garberson, Bremer, S. E. Cram, Murray, Pfeiffer, H. L. Thompson, Jr., and Knight.

The executive committee follows: H. D. Cram, chairman; Forest Needles, vice-chairman; and S. E. Cram, E. F. K. and H. L. Thompson, Jr.

H. D. Cram has just completed his 53rd year with the company. For 17 years up to 1931, he served as vice-president and general manager, and from 1931 to the present time, has been president.

Mr. Needles joined the company in 1905, was wholesale manager for many years, and then became executive vice-president. Spencer Cram has completed 17 years of service with Bingham.

FEBRUARY 12, 1948

General Mills Pressure Quick Saucepan Plant Destroyed in Four-Alarm Fire

General Mills' Pressure-Quick Saucepan manufacturing plant, Minneapolis, Minn., was recently destroyed, resulting in an indefinite interruption in the production of the appliance.

The city fire department turned in a four alarm emergency call and all available equipment was rushed to the plant. The blaze spread so rapidly that in less

than an hour after it was reported, the plant was virtually a complete loss.

A large quantity of steam attachments stored in the building were destroyed, therefore delaying the introduction of the steam attachment for the Tru-Heat iron. Three employees were treated for burns at Minneapolis General Hospital.



EUGENE W. STETSON, JR.

was recently elected a director of The Yale & Towne Mfg. Co., The Chrysler Bldg., New York City. Mr. Stetson is assistant vice-president of the Chemical Bank & Trust Co., which he became associated with in 1946 following his separation from the Navy as a lieutenant commander during World War II.

J. R. YOUNG RETIRES AS BUHL WHOLESALE HDWE. SALES MGR.

John R. Young has recently retired as sales manager of the wholesale hardware division of Buhl Sons Co., wholesalers, Detroit, Mich. He has spent his entire life in the hardware business, 50 years of activity. He started when 18 with the Stoberg Hardware Co., Toledo. When Simmons Hardware opened

a branch in Toledo, he covered a territory in Michigan for them.

He then was made director in charge of sales for Simmon's Toledo branch. In 1932 he joined the George Worthington Co., Cleveland, and resigned from that company in 1935 to become sales manager for Buhl Sons, a position which he has held continuously from that date until his retirement.

James Edington has succeeded Mr. Young, having been in the employ of Buhl since 1934, with the exception of four years in the armed forces. Most of this time has been spent in sales work. In 1940 he was assistant to the industrial sales manager, a position he held until entering the service in 1942. Upon his discharge in 1945, he was assigned to the wholesale hardware division as assistant sales manager.

WALTER H. ALLEN CO. ACQUIRES TIEMANN HARDWARE & SUPPLY

Walter H. Allen Co., Inc., 6210 Denton Drive, dealer-owned wholesale distributors, Dallas, has recently acquired the Tiemann Hardware & Supply Co., wholesalers, St. Louis. The Allen company is starting operations from St. Louis with 46 dealer accounts, and plans to add a number of new stockholder-dealers in that and surrounding areas that can be served from St. Louis.

George R. Allen has been made general manager in addition to vice-president. Fred Held,

Jr., was advanced to a vice-presidency and will continue as merchandise manager for the whole organization which covers operations in St. Louis, Dallas and Houston.

The company will use St. Louis as merchandising headquarters. The annual stockholders' meeting and merchandise show will be held in Dallas at the Baker Hotel, April 12th and 13th.

George W. Gardner, formerly president of Tiemann's, is remaining as a vice-president of the company in charge of the St. Louis branch.

R. P. JAMES, SALES MGR. SPEED QUEEN PRODUCTS

Reg. P. James has been appointed sales manager and M. A. Toussaint merchandising manager for Speed Queen products by Barlow & Seelig Mfg. Co., Ripon, Wis.

Mr. James has served previously as divisional manager covering Michigan, Ohio and Indiana. He has had 26 years' experience in the washer industry as retail salesman, district manager and division manager in both direct and distributor territories.

Mr. Toussaint has served since 1940 as manager of the company's Simplex division, Algonquin, Ill. He has been with the company since 1928 and has filled several executive positions.



REG. P. JAMES

R. G. PLUMLEY NAMED GENERAL MANAGER OF KEIL LOCK CO.

Richard G. Plumley has recently been appointed general manager of the Keil Lock Co.,



RICHARD G. PLUMLEY

Charleston, N. H. He was formerly associated with the Yale & Towne Mfg. Co. from 1920 to 1940, being general manager of the Stamford division. Since 1940 he has been associated with the Crown Fastener Corp., Warren, R. I.

GOOD BUSINESS AT JAN. HOMEFURNISHINGS MARKET

At the January International Homefurnishings Market in The Merchandise Mart, Chicago 54, the buying was reported to be good where merchandise was available and price right in relation to style and quality. As quality goods continued to be short, buyers were limited in their purchases to quotas, especially in case goods, floorcoverings, drapery fabrics and major appliances. The attendance was 26 per cent higher than last July. Both retailers and manufacturers, generally, were limiting their orders to the first quarter of the year. Manufacturers hesitated to look beyond that period saying that it was impossible to predict what costs would be.



Frederick Keller, at right, vice-president and general sales manager of Ekco, with Charles C. Chinn, general manager of the D. E. Sanford Co., which recently became Ekco's national sales agency for its nationally advertised lines.

Ekco Appoints J. K. Munger, East; W. M. Rosenthal, West, Sales Managers

The Ekco Products Co., 1949 N. Cicero Ave., Chicago 39, Ill., has recently completed a revision of its executive sales organization to provide coordination with D. E. Sanford Co., which has become Ekco's national sales agency, according to Frederick Keller, vice-president and general sales manager.

J. K. Munger, formerly in charge of distributor sales for nationally advertised lines and Walter M. Rosenthal, formerly head of department store sales for the same merchandise, have become eastern and western sales managers, respectively.

The Sanford Co., maintains 11 sales districts and Mr. Munger

will direct all sales to both distributors and department stores in Boston, New York, Philadelphia, Chicago, Cleveland, and Atlanta districts. Mr. Rosenthal will direct all sales to both classes of trade in the St. Louis, Dallas, Los Angeles, San Francisco and Seattle districts. Both men will continue to make their headquarters in Chicago, but will have zone managers working with them.

As the association with the Sanford Company more than quadrupled Ekco's previous sales staff, the appointment of zone managers became necessary.

J. J. Donovan, formerly Boston representative is now eastern

zone manager covering Boston, New York and Philadelphia areas. Harold E. Adams formerly an assistant to Mr. Keller, has been made zone manager for the Chicago and Cleveland districts. Robert A. Hayden, formerly in the Atlanta area, has been advanced to assistant to Mr. Munger in addition to serving as zone manager for the Atlanta district.

Wilbert R. Johnson, formerly midwestern sales supervisor for the National Pressure Cooker Co., has been appointed assistant to Mr. Rosenthal. William Mullen, who had been in the St. Louis area, is now zone manager for St. Louis and Dallas areas. John G. Brooks, formerly in sales management capacities with Zenith and Majestic radios, is also an assistant to Mr. Keller.

To facilitate a servicing of all classes of trade, Sanford has appointed an Ekco specialist in each district to work under A. F. Bisgood, general sales manager.

PENNA. WHOLESALERS IN N. Y. MARCH 11-12

The Pennsylvania Wholesale Hardware & Supply Association, which announced recently that it would hold a meeting March 11, 1948, at the Hotel Astor, Times Square, New York City, has extended the time of this meeting to March 12th.

NATIONAL PRESSURE COOKER SPONSORS LETTER CONTEST

The National Pressure Cooker Co., Eau Claire, Wis., has announced that awards amounting to \$30.00 in cash and cookers will be awarded writers of the best letters on "My Presto Cooker Helps Me Save Money on My Food Bills Because . . ." Of the 1,054 awards, there will be a \$1,000 cash first prize, 53 other cash prizes and 1,000 Presto cookers.

Retail outlets throughout the country will have promotional material including window streamers, counter displays, cooker-top exhibits, and entry forms.

CORRECTION

In an article entitled, "Portland, Ore., People Watch Winks' Windows," published in the January 15th issue of *HARDWARE AGE*, it was stated that W. C. Winks Hardware was owned by "Vern L. Peer." This is incorrect. The business is still owned by Mrs. T. F. Kilkenny, daughter of the late W. C. Winks, but is managed by Bert Preer, whose name was also incorrectly stated as Vern Peer.

G. I. FARMAN ELECTED PRES. SCHALK CHEMICAL

G. I. Farman, formerly vice president of Schalk Chemical Co., Chicago, has been elected



G. I. FARMAN

president and operating head of the company. The new directorate includes: H. I. Farman, Fred Marlow, Stanley W. Guthrie. The company plans to expand in both the Los Angeles and Chicago plants.

COLUMBIAN ROPE HONORS LONG SERVICE WORKERS

Representing a total of 3,140 years of service, 259 employees of the Columbian Rope Co., Auburn, N. Y., were awarded gold and jeweled service pins recently. A jeweled pin signifying 50 years of continuous service was awarded to Paul H. Schneider and a five-year pin to Mrs. Mary Gambuzza, the youngest in point of service, of the 259 employees.

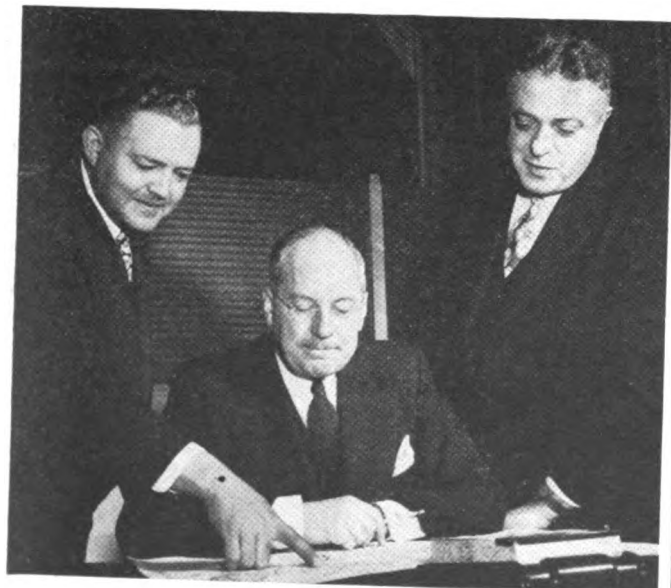
DE LAVAL SEPARATOR ELECTS NEW OFFICERS

George C. Stoddard, president of The De Laval Separator Co., announced recently the election of new officers.

E. Gray Merrill was elected vice-president in charge of manufacturing, a newly created office. He retains his position as works manager which he has occupied since 1944.

T. H. Walworth has been elected treasurer, succeeding Mr. Stoddard who has resigned that office. Mr. Walworth continues as comptroller, a position he has occupied for 12 years.

James E. Austin succeeds Mr. Walworth as secretary. Mr. Austin, counsel, continues as assistant vice president in which office he has served since becoming associated with De Laval in 1943.



Left to right are: J. K. Munger, eastern sales manager, Frederick Keller, vice-president and general sales manager and Walter M. Rosenthal, western sales manager of the Ekco Products Co., Chicago.

Only *REO* could do it!
Only *REO* is doing it!

Now you get all the power and prestige of a name nationally famous for fine, dependable automotive equipment—to help you sell more power lawn mowers! It's your greatest opportunity for volume sales in this big, growing, profitable market.

- Reo gives you a new kind of lawn mowing machine that can't be beat for efficiency, safety, economy, performance. Scientifically designed by experienced lawn mower engineers and precision built in the huge Reo plant.
- Reo gives you more prospects with the biggest, most dramatic advertising and merchandising campaign in lawn mower history, featuring full-page color ads in the Saturday Evening Post and half-page color ads in Better Homes and Gardens. You can steer these prospects to your door with Reo's tie-in campaign of window streamers, posters, mailing pieces, newspaper ads, radio announcements, store displays and attractive window decals.
- Reo mowers are sold only through leading jobbers, all of whom are ready to help increase your lawn mower sales. Their salesmen have the facts and figures on Reo power mower promotion; they'll help you select the FREE Reo advertising material best suited for you and show you how to make it work. Ask your jobber's salesman about Reo now!

REO will deliver in '48

STARTING IN APRIL . . . BIG POWERFUL ADS TO 16,000,000 READERS



THESE ARE BUT A FEW OF THE EXCLUSIVE REO SALES FEATURES

- Finger-tip, individual control of cutting unit and tractor
- Closer, more intricate trimming around trees, shrubs, etc.
- Cutting unit adjustable in height.
- "Knee-action" mounting on tractor permits ground-hugging action.
- Automotive-type ball bearings with Neophrene Seals
- 5-blade reel and one piece cutting bar of induction heat-treated tool steel.
- 24" Snow Plow Attachment for added sales all year around.

WRITE OR WIRE YOUR JOBBER FOR COMPLETE DETAILS

REO MOTORS, INC.

**LAWN MOWER DIVISION
 LANSING 20, MICHIGAN**

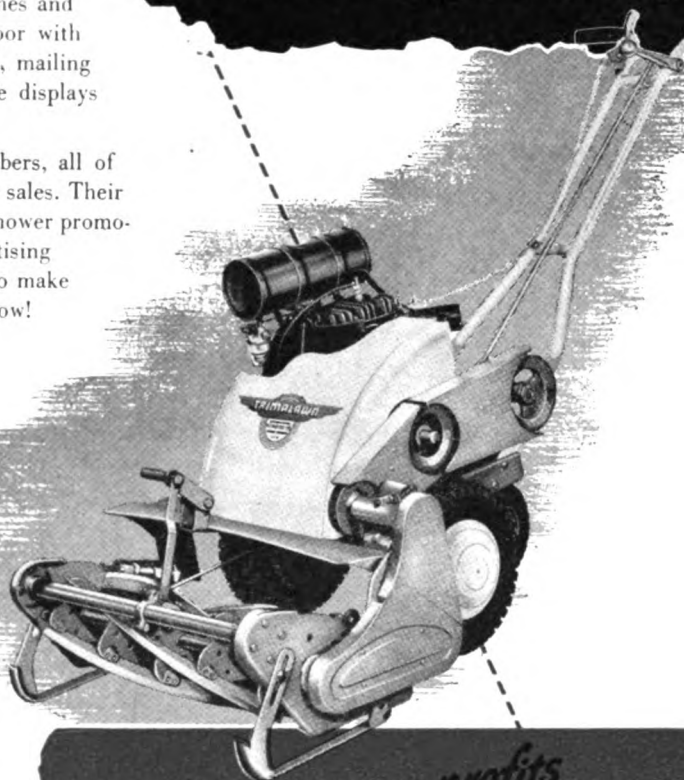
FEBRUARY 12, 1948

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225

REO LEADERSHIP

Builds More Power Lawn Mower Sales for You!



more profits
MOW with REO



A GRINDSTONE YOU'LL BE PROUD TO SELL YOUR CUSTOMERS

The Harvester, sturdiest, finest grindstone in the "C. Q." Line, makes a fine, profit-building display for your salesfloor or window. Watch the interested customers look it over... ask to buy.

Fitted with a generous, oversize grindstone turned by a powerful electric motor, the Harvester is the ultimate in performance and quality. Priced right and offers you plenty of profit. Immediate delivery, too!

Send for This Folder Describing the "C. Q." Line...

The Harvester and every other member of the popular "C. Q." Line is priced and described in the attractive two-color folder. Sent upon request...

write for your copy!



The CLEVELAND QUARRIES COMPANY

1740 East Twelfth Street., Cleveland 14, Ohio



ANDREW R. MEYERS

A. R. MEYERS ELECTED PRES. CENTRAL STATES HARDWARE CLUB

The Central States Hardware Club, Chicago 9, Ill., recently elected Andrew R. Meyers, General Hardware Co., president, at its 10th annual meeting and dinner, held in the Grand Ballroom of the LaSalle Hotel, Chicago.



ROLLIN B. PLUMB

Professional acts and a special feature of prestidigitation by Louis H. Ruthemeyer, Corbin Cabinet Lock Co., entertained



BEN LEVE

the 182 members and guests attending.

Other officers elected include: Rollin B. Plumb, Eagle Industries, Inc., vice-president; Ben Leve, The Carborundum Co., re-elected secretary; James A. Billings, The Payson Mfg. Co., re-elected treasurer and re-elected chairman of the board, Will J. Feddery, Central Western Manager, HARDWARE AGE. Elected to serve on the board for three years were: Frank J. Koch, McKinney Mfg. Co.; and C. Neal Turner, Eclipse Lawn Mower Co.

The club planned the following activities for 1948: Sunday.



JAMES A. BILLINGS

April 4, Cincinnati, dinner party at the Netherland Plaza Hotel, prior to the opening of the Southern Hardware Convention; Friday, June 25, at Chicago, Annual Golf Party, to be held at the Tam-O-Shanter Country Club; Sunday, Oct. 18, Atlantic City, 10th Annual Dinner Party, Claridge Hotel, prior to the opening of the National Hardware Convention.

A. W. BROWN NAMED ASS'T. SALES MGR. RESEARCH PRODUCTS

Research Products Corp., of Madison, Wisconsin, has announced the promotion of A. W. Brown to assistant sales manager. Mr. Brown is well known in the industry for his work in sales supervision on research air filters.

The company also announces the addition of Gilbert H. Piering to the sales department. Mr. Piering, who served three and one-half years in the army will cover the territory of Iowa, Missouri, Nebraska, Kansas, Oklahoma, and Arkansas.

TWELVETREES, SALESMAN FOR L. ROBERT WITTRICK

G. Barrett Twelvetrees has recently been appointed sales representative for L. Robert Wittrock, manufacturers' representative, Cleveland, Ohio, in North East Ohio and North West Pennsylvania on all lines.



ROGER KENNA

ROGER KENNA, PRES. MARLIN FIREARMS

Roger Kenna has been appointed president of the Marlin Firearms Co., 17 East 42nd St., New York City 17, and its subsidiary companies. He succeeds his father, the late Frank Kenna, in his new position. Mr. Kenna was formerly vice-president of Marlin, president of the L. C. Smith Gun Co., Fulton, N. Y., and a director of the parent company.

CORY ACQUIRES ELEC. KNIFE SHARPENER

Cory Corp., 221 North La Salle St., Chicago 1, Ill., has recently acquired an electric knife sharpener developed by G. M. Laboratories, Inc., Chicago. It operates on the principle of abrasive sharpening wheels, directly by a small electric motor.

EMERSON CASE ELECTED PRESIDENT ROBESON CUTLERY COMPANY

Emerson E. Case has recently been elected president of Robeson Cutlery Co., Inc., Perry, N. Y., and Milton M. Zelter as vice-president in charge of sales. Mr. Case has been vice-president and general manager since 1940 while Mr. Zelter had previously been sales manager.

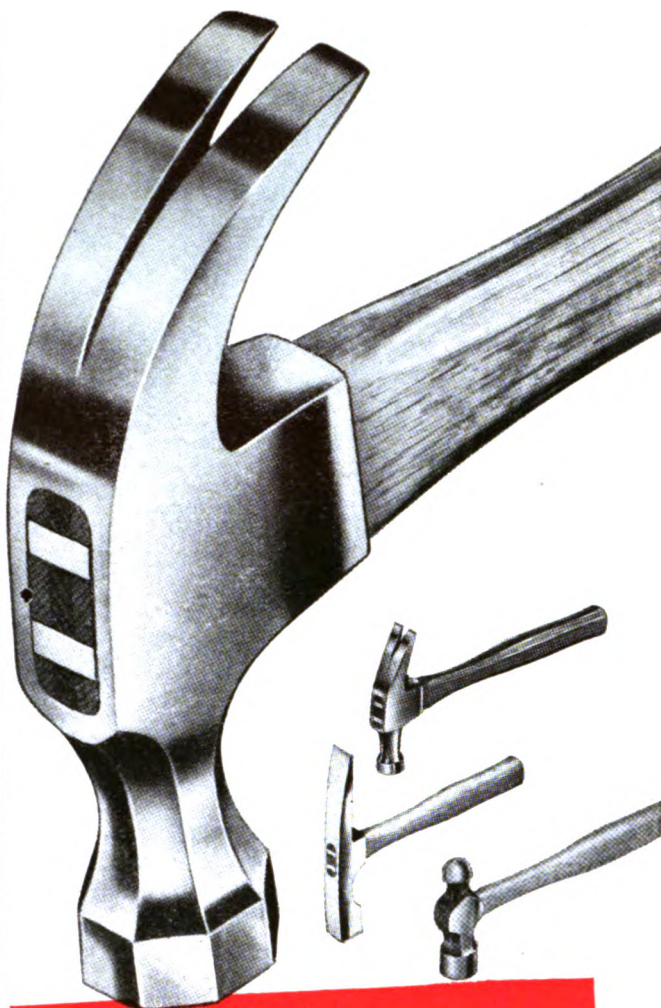
CHATTANOOGA IMPLEMENT BUYS KOL-GAS HEATER

Chattanooga Implement & Mfg. Co., Chattanooga 22, Tenn., has recently purchased the Kol-Gas Heater Co., Nashville, Tenn., and is now taking care of all repair parts on Kol-Gas Heaters and is also producing them.



ULVICK ELECTED PRESIDENT OF NORTHWEST HARDWARE CLUB:—S. A. Ulvick, Farwell, Ozmun, Kirk & Co., Inc., St. Paul, Minn., was elected president of the Northwest Hardware Club, at the Jan. 28 meeting held in St. Paul, succeeding E. A. Knudtson, Henry Disston & Sons. P. N. Russell, American Fork & Hoe Co., was elected vice president and G. L. Hoover, National Mfg. Co., was elected secretary. The new treasurer is M. MacLean, MacLean & Woodward Co., Minneapolis. Newly elected members of the board of directors are S. C. Wright, Landers, Frary & Clark and A. H. Bohrer, Farwell, Ozmun, Kirk & Co., Inc. Other members of the board are: I. E. Dyer, Stanley Tools; A. E. Larsen, George A. Clark & Son; F. T. Rockwell, Hall Hardware Co.; A. R. Meyers, General Hardware Corp. and Frank Feyder, Hall Hardware Co.

More than 70 members and guests heard Fred A. Sperling, St. Paul Chamber of Commerce, discuss "Private Enterprise." We have, he declared, the only system on earth which can create wealth and human beings can survive, on this earth, only through using energy and natural resources to make those resources useful to human beings. Nations prosper only to the extent its people are free and we must keep people employed so they can produce, earn and consume. Tomorrow's business, he emphasized, is coming out of earnings and not out of savings. In 1910 47.7 per cent of the cost of goods went for salaries and wages whereas 70.4 per cent was the figure in 1945. In the photo, left to right are: Messrs Hoover, MacLean, Ulvick, Knudtson and Russell.



PHOENIX
DROP FORGED
HAMMERS
HEAT TREATED

Designed for precision work . . . drop forged for tough service . . . finished to sell on sight. That's the Phoenix Hammer. Four grades are now available ranging from the Phoenix DeLuxe with full polish (including under side of claw) to the No. 3 with plain oxide finish except for finished face. Claw, rip, ball pein and bricklayer's models are ready. For the finest hammers you can stock . . . and the finest hammers your customers can buy . . . get the Phoenix line.

PHOENIX MANUFACTURING COMPANY

JOLIET,
ILLINOIS



CATASAUQUA,
PENNSYLVANIA

W. J. SHAW PROMOTED TO MANAGE AFFAIRS OF WESTERN ASS'N

William J. Shaw has recently been appointed secretary-treasurer of the Western Retail Implement & Hardware Association, being the third man to hold the post in the 59-year old organization.

Mr. Shaw, formerly business manager of the association, succeeds Frank H. Spink, president and treasurer of the Bunting Hardware Co., Kansas City and Independence, Mo. Mr. Spink, a former president of the group, had succeeded the late H. J. Hodge as secretary-treasurer.



WM. J. SHAW

The new secretary joined Western in 1946 as assistant to Mr. Spink and early last year was named business manager. He is well qualified to direct the trade shows of Western, having served as assistant manager of the Convention & Visitors Bureau of the Missouri Chamber of Commerce.



TEXAS' OFFICIAL FAMILY: Officers elected at the annual convention in Dallas of the Texas Hardware & Implement Assn. were, front row left to right: R. M. Souder, Dallas, secretary; James A. Hill, Jr., Alice, director and retiring president; R. H. Lindsey, Lott, second vice-president; Charles H. Flato, Kingsville, first vice-president; E. B. Reed, Dallas, president. Back row, left to right: directors Charles A. Washerman, Harlingen; T. L. Gary, Jacksonville; L. P. Nolan, Seymour; R. H. Deaton, Paris; E. M. Schaeffer, Schulenburg; Dick Browser, Houston, and J. C. Stevens, Coleman.

The convention in resolutions requested taxation of cooperatives; a clarifying amendment to the wage-hour law; increased exemption on Federal Income Tax for individuals with a corresponding decrease in government expenditures; and also suggested that rebuilt, horsedrawn machines as well as a limited supply of power machines be sent abroad in connection with the European Recovery Program.

Mr. Shaw served in the AAF during World War II, as officer in charge of glider pilot training at the Laurinberg-Maxton, Army Air Base.

NEW YORK CITY COLLEGE SPONSORING COURSE FOR RETAILING

Emanuel Last, head, Retail Store Management Unit, Intensive Business Training Program, The City College of New York, 430 West 50th St., New York City 19, has announced a training course for young retailing people taught by successful retailing men. The training is down to earth, based on up to the minute experience and it familiarizes students with all phases of the business quickly. The course is available in day or evening sessions, and has nine

concentrated units—merchandising, store management, buying, selling, sales promotion and advertising, display, law of common business transaction, product information and record keeping.

KRUSE HDWE. NAMES HAROLD ARMSTRONG PURCHASE DIRECTOR

Harold Armstrong has recently been appointed director of purchases for the Kruse Hdwe. Co., wholesalers, Cincinnati, Ohio. Mr. Armstrong has had many years of experience in procurement and sales, having been associated with The Smith Bros. Hdwe. Co., Columbus, Ohio, for 23 years as vice-president, buyer and sales representative. Most recently he was with The Tracy Wells Co., Columbus, as hardware buyer.

H. J. MCKINSTRY ELECTED PRESIDENT, NUTMEGGERS

The annual meeting of The Nutmeggers was held at the City Club of Hartford recently and Harry J. McKinstry, representing, Mack & Mack, 222 High St., Bristol, Conn., was elected president. Other officers elected include: Earl J. Hopwood, first vice-president; W. C. Kennally, second vice-president; S. Gow, secretary; E. C. Sullivan, assistant secretary. George Cryne and J. T. McCulloch were made board of past president directors. C. P. Pressler elected director for one year and Douglas Arnout, H. M. Knapp, R. H. Osgood, C. A. Petersen were elected directors for three years.

The club sponsored a banquet and floor show for the Connecticut Hardware Dealers convention, at Hotel Taft, New Haven.



Slaymaker Lock Retires 10 Veteran Employees On Company Pensions: The 10 men represent an aggregate of 437 years of employment with the firm, an average of 43 years per man. The longest periods of continuous association were established by Charles Furlow and Burt Groff, who have been with the company for 57 and 55 years respectively. Mr. Groff spent 48 of his 55 years as a sales representative. The pension plan makes eligible for retirement at the age of 65 all employees who have 10 or more years with the company. The 10 men were honored at a dinner and presented with the initial pension checks by Samuel C. Slaymaker, president.

THE Sterling of COOKING WARE

NESCO *Evenheat*

STAINLESS STEEL UTENSILS



3 LAYERS OF METAL FUSED TOGETHER:

A metal core that spreads the heat for even, better cooking!

Locked in gleaming stainless steel, enduring and good-looking!

An overnight sensation in de luxe cooking ware

Illustrated above are the Covered Sauce Pot, made in 4, 6 and 8-qt. sizes—the Percolator, 8-cup—the Covered Fry Pan and Chicken Fryer, made in 8" and 10" sizes.

Covered Sauce Pans, 2, 3 and 4-qt.

Multiple Purpose Double Boilers, 1½ and 2½-qt. sizes—combination of Sauce Pans and Mixing Bowls.

Mixing Bowls, 1½ and 2½-qt.

When you consider the beauty and utility that these high-style, top-quality utensils offer, their enthusiastic acceptance by both trade and consumers is not surprising. Between their exterior and interior layers of fine stainless steel is a layer of heat-diffusing metal that spreads the heat evenly through every inch of the utensil. "Spot scorching" is avoided—better, fast-

er cooking is assured. Just ordinary cleansers keep them bright, and their scientific proportioning means easy handling.

Now in full swing is an aggressive advertising program in the best-read women's magazines—and a complete "package" of effective dealer helps will enable you to tie in for maximum results. See your Nesco Distributor today!



NATIONAL ENAMELING & STAMPING COMPANY

270 NORTH 12th STREET, MILWAUKEE 1, WISCONSIN

Sales Offices: 1430 Candler Bldg., Atlanta • 1166 Merchandise Mart, Chicago • 200 Fifth Ave., New York • Western Merchandise Mart, San Francisco • 901 Ambassador Building, St. Louis

C. H. GREENEWALT MADE DU PONT 10TH PRESIDENT

Crawford H. Greenewalt was recently elected the 10th president of E. I. duPont de Nemours & Co., Wilmington 98, Del., while Walter S. Carpenter, Jr., was elected chairman of the board.

Mr. Carpenter's resignation as president and his designation as chairman of the board followed the retirement of Lamot duPont from the latter post. Mr. Greenewalt also became chairman of the executive committee of which he had previously been vice-chairman and a member of the finance committee. Mr. duPont will continue as a member of the board.

At the same time it was announced that Walter J. Beadle, a vice-president and member of the board, has resigned as treasurer and has been elected to membership on the executive committee. T. C. Davis, former first assistant treasurer, succeeds Mr. Beadle.

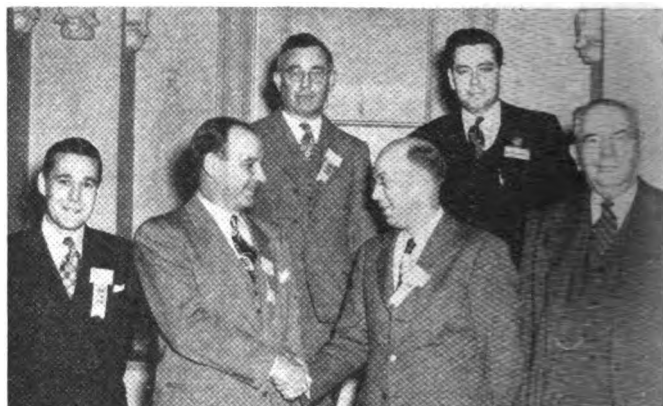
The new president joined the company in 1922 as a chemist. He became assistant director of the experimental station in 1939. He became a director in 1942 and also chemical director of the Grasselli Chemicals Department. He became a vice-president and member of the executive committee

tee in 1946 and was made vice-chairman of that committee a year later.

Mr. Carpenter has been president since 1940, having started in 1907 as a temporary vacation employee in the dynamite plants. He worked in Chile for two years for duPont. In 1917 he was made director of the Development Department and two years later a director and member of the executive committee and vice-president in charge of the development department. He was elected treasurer of the company in 1922 and in 1926 was made vice-chairman of the executive committee. In 1930 he was made chairman of the finance committee and 10 years later, president of the company.

McPARTLIN APPOINTED REPUBLIC MOLDING SALES MANAGER

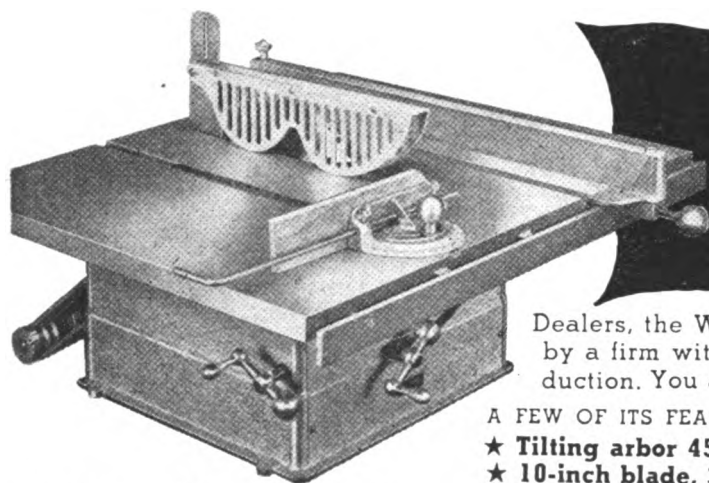
S. E. McPartlin, Jr., has recently been appointed sales manager of the Republic Molding Corp., Chicago, Ill. Mr. McPartlin was formerly sales promotion manager for Wilson Industries, Inc., Chicago, and prior to that was division supervisor of specialty sales for the Shell Oil Co.



KENTUCKY ASSN. ELECTS—CHANGES NAME: At the 48th annual convention of the Kentucky Hardware and Implement Assn., Cecil Skidmore, Redd Hdwe. Co., Cynthiana, Ky., was elected president succeeding Clarence Jansen, Jansen Hdwe. Co., Covington. Other officers elected were: B. F. Norfleet, Norfleet Hdwe. Co., Harrodsburg, first vice president; Eugene Carwood, Harlan Hdwe., Harlan, second vice president; D. W. Laws, Louisville, secretary, and Joe Kirchdorfer, Jr., director. The convention voted to change the name to the Kentucky Retail Hardware Dealers Assn., Inc.

In resolutions, the convention opposed the closing of banks for a day during the week; went on record as opposing relaxation of credit terms; opposed inventory speculation and black market deals and approved resolutions to tax cooperatives. Maintenance of Fair Trade practices was urged and the vote was in favor of exempting retailers from provisions of Fair Labor Standards Act.

Association officers in the photo are, front row left to right: Eugene Carwood, second vice-president; Clarence Jansen, retiring president; Cecil Skidmore, new president; B. H. Norfleet, first vice-president; rear row, left to right: Joe Kirchdorfer, Jr., director, and D. H. Laws, secretary.



The Wright Model No. 10 saw is the combination of all important features demanded by carpenters, cabinet-makers, and hobbyists; in fact all who need a rugged, precise tool for heavy production or occasional use

Material supply sources of our 29-year-old organization are firm. We can make prompt delivery of this improved saw. When you see the Wright saw, you'll be convinced, and when your customers report back, you'll be tickled pink!

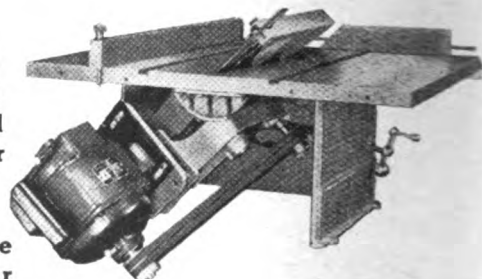
WIRE OR WRITE TODAY for full details and literature on this better tool to make better profits, stating whether you wish saws shipped with or without motors.

DELIVERY NOW
ON THIS STURDY, PRECISION-BUILT
SAW... from a plant
with 29 years experience!

Dealers, the Wright 10-inch bench saw is a **quality** saw; backed by a firm with 29 years' experience in tool designing and production. You are offered a **really** good margin of profit, too!

A FEW OF ITS FEATURES ARE:

- ★ Tilting arbor 45°
- ★ 10-inch blade, 3¼-inch cut
- ★ Large table—30x24 inches
- ★ ⅝-inch spindle, two ball bearings 4 inches on center
- ★ Improved miter gauge and rip fence
- ★ Continuous-contact type trunnions, front and rear
- ★ Double "V" belt drive



★ Customer eye-appeal

★ Tough aluminum alloy castings

★ Shipping weight only 81 pounds

WRIGHT ENGINEERING & SUPPLY CO.

1300 South Bannock

Established 1918

Denver 10, Colorado



INDIANA HARDWARE MEN at the 49th annual convention of the Indiana Retail Hardware Association, Jan. 27-29 at Indianapolis, elected Robert F. Everett, Horst's Hardware, Crown Point, president, succeeding Darrall R. Parsons, Ballard Hardware, Muncie. Court Maxwell, Maxwell Hardware Co., Martinsville, was elected vice-president and G. F. Sheely, Indianapolis, was re-elected secretary-treasurer. The directors elected were: Herman J. Keller, Falls City Electric & Hardware, Jeffersonville; Fred W. Kuester, Kuester's, Inc., Evansville; Charles L. Hancock, Irvington Hardware, Indianapolis, and Lorie C. Powell, Powell's Hardware, Plymouth. H. J. Klopfenstein, H. J. Klopfenstein & Son, Portland and Mr. Parsons were named on the advisory board.

The convention in resolutions urged all members to conduct their businesses according to sound principles and cautioned against transactions of possible inflationary consequence; favored the taxation of cooperatives; called for an amendment to the federal Wage-Hour law to exempt all retailers; opposed any attempt to repeal the Fair Trade Law of Indiana or the Miller-Tydings Act; and urged the amending of the tax laws to repeal the wartime schedule of excise taxes, to increase personal exemptions and to adopt the community property principle for all personal income tax reports.

Pictured above, left to right, are (seated) Miss Peggy Marshall, secretary to Mr. Sheely, D. R. Parsons, R. F. Everett and G. F. Sheely. Standing are H. J. Klopfenstein, C. L. Hancock, F. W. Kuester, H. J. Keller and L. C. Powell. C. Maxwell was absent because of illness.

WM. PERKINS RETIRES FROM AMERICAN CHAIN & CABLE

William C. Perkins has recently resigned as special representative of the American Chain & Cable Co., Inc., York, Pa., having been associated with it since 1916.

Mr. Perkins started his career with S. J. B. Cook & Co., hardware commission merchants, Baltimore, Md. The firm represented one of the chain manufacturers and was later acquired by the American Chain Co. Upon liquidation of the Cook company in 1886 he became affiliated with manufacturers' agents giving direct representation to hardware and mill supply wholesalers in the south and southwest continuing his chain manufacturers' connection with John C. Schmidt & Co., until 1900 and with its successor, the Standard Chain Co., until 1916. Then the Standard interests were acquired by the American Chain Co., now the American Chain & Cable Co., Inc.

Mr. Perkins became that company's southern sales representative calling upon the wholesale trade in 14 southern states. He later became district sales man-

ager with headquarters in New York and in addition also supervised sales activities in the New York area. In 1922 he was transferred to Pittsburgh as district manager and directed the sales program in western Pennsylvania, Ohio, Michigan and Kentucky in addition to the southern and southwestern areas. In 1945 he was made special representative of the company. He is well known at hardware conventions and in 1946 was elected to honorary life membership of the Texas Wholesale Hardware Association. He is a past master of Oriental Lodge 158, A. F. & A. M. of Baltimore and a Thirty-second degree Mason.

B. R. PRALL, EXECUTIVE ASSISTANT TO BUTLER BROS. PRESIDENT

Bert R. Prall has recently been appointed executive assistant to the president of Butler Bros., Chicago, Ill. Mr. Prall, formerly a director and vice-president of Montgomery Ward Co., was with that company from 1919 until 1946 when he joined the Dayton Rubber Co., as executive vice-president, from which position he resigned Oct. 1947.



ASK FOR

HAGER HINGES

And Get the Best

C. HAGER & SONS HINGE MFG. CO. • ST. LOUIS 4, MO. SERVING THE HARDWARE TRADE SINCE 1849

**JOHN BROOKS ASSISTS
EKCO'S HOUSEWARES
GENERAL SALES MGR.**

John G. Brooks has been appointed assistant to the general



JOHN G. BROOKS

sales manager of the housewares division, Ekco Products Co., 1949 N. Cicero Ave., Chicago. Mr. Brooks, for the past several years, has been with Zenith and Majestic radio companies in executive sales management capacities. He was also general manager of the Commercial Expansion Institute.

**WILLIAMS SALESMAN
IN SOUTH FOR THREE
MANUFACTURERS**

Harry J. Williams, who prior to the war was with Winchester Repeating Arms and Western Cartridge Co., has been named sales representative for three manufacturers in the southern states.

He will represent Norwich Line Company, Inc., Norwich, New York; Mayhew Steel Products, Inc., Shelburne Falls, Mass., and David Maydole Tool Corporation, Norwich, New York.

During the war, Mr. Williams was an officer in the Corps of

Engineers and served overseas for one and one-half years.

Mr. Williams, who has been calling on the trade throughout the United States for the past 15 years, has moved his office from Miami to the Exchange Bank Bldg., St. Augustine, Florida.

**ARENS, MGR. BRANCH
WAREHOUSE FOR
U. S. PLYWOOD CORP.**

J. Thomas Arens has been appointed manager of the United States Plywood Corp. branch warehouse at Baltimore, Md. Mr. Arens, formerly a United States Plywood sales representative in Philadelphia, started as a warehouseworker. After three years in the ski troops in World War II, he was assigned to Baltimore as salesman.

**REPUBLIC MOLDING CORP.
APPOINTS SALES MGR.**

S. E. McPartlin, Jr., has recently been appointed sales manager of the Republic Molding Corp., Chicago, Ill. He was formerly sales promotion manager for Wilson Industries, Inc., Chicago, and prior to that was division supervisor of specialty sales for the Shell Oil Co.

**PALMER WELLOCT TOOLS
CHANGES SALES POLICY**

The distribution of the Palmer Welloct Tools and allied items is now being directed from the sales office of the Palmer Welloct Tool Corp., Meadville, Pa. Edward R. Palmer, one of three brothers holding top executive positions, has been named sales and advertising manager. The three brothers have an aggregate total of 60 years' experience in the forging and manufacturing of hand tools.

Ed Palmer has been directing

lines since December 1 when a sales contract with Root Bros., Chicago hardware distributor, was terminated by mutual agreement.

The Kirk Machinery Corp. will handle distribution of Welloct tools in the Metropolitan New York, New England area from its New York office at 101 Park Ave. In addition factory representatives have been named to contact the trade throughout the East and Midwest. The new sales manager said, "Our Policy is to assure equal distribution of Welloct tools in all parts of the country." He will appoint other representatives in the South and Far West.



ROBERT W. PALMER

The company, originally organized as a partnership before World War II, was incorporated April, '47, with Robert W. Palmer as president and John P. Palmer, vice-president and treasurer. During the war the company's production was 100 per cent war. When the war ceased, Palmer resumed its Welloct tools. Edward Palmer directed the sales division for the first year and then distribution was turned over to Root Bros.

**R. M. SCANLON, SALES
MGR., WAVERLY
PRODUCTS**

Richard M. Scanlon, advertising manager of Waverly Products, Inc., has recently been made



RICHARD M. SCANLON

sales director for that company. The post is a newly created one. Prior to his connection with Waverly, he was advertising manager of General Cable Corp., and previous to that he was in the sales department of Remington Rand, Inc., Shaver Division.

**STA-RITE SECURES USE
A. O. SMITH RESEARCH
ENGINEER FACILITIES**

Sta-Rite Products, Inc., Delavan, Wis., has recently subscribed to the use of the research and engineering facilities of the A. O. Smith Corp., Milwaukee.

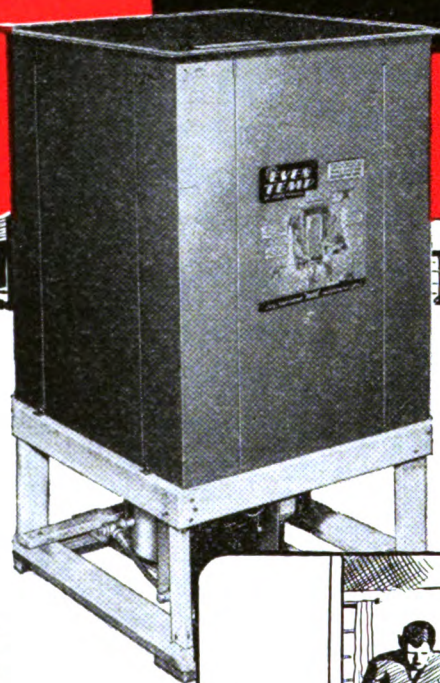
Organized in a manner to provide basic research, product research and a consulting service for the products made by A. O. Smith, the results of such research by A. O. Smith are so correlated as to be available in the form of information to selected manufacturers and customers engaged in the development of allied products.



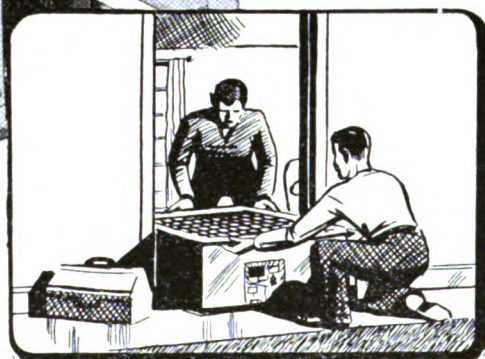
Executives and field representatives of the Buffalo Bolt Co., and its four affiliated companies gathered from all parts of the United States to attend the company's 1948 sales conference in Buffalo, New York, recently. Represented at the conference were: The S. M. Jones Co., The Eclipse Lawn Mower Co., the Penberthy Injector Co., and the Buffalo International Corp.

THE CHOICE OF

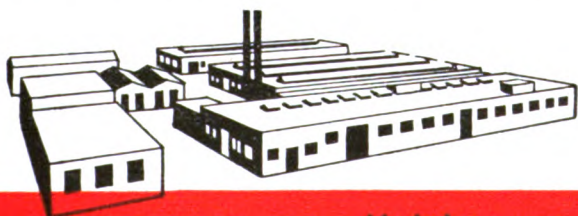
Experience



Like hundreds of other experienced heating dealers, this Indianapolis firm features Even-Temp Oil Floor Furnaces! Their reasons? Even-Temp is more efficient, better made, easier to install, and gives better performance than any floor furnace they ever sold! There are lots of other reasons, too, all of them to the advantage of Even-Temp dealers. Begin *now* enjoying the sales and profits that can be yours with Even-Temp. Write today for full information.



Even-Temp is a complete packaged unit, wired and assembled, ready to install. Requires minimum floor space, minimum installation time, minimum servicing. Even-Temp floor furnaces as well as space heaters, are available in a complete range of sizes.



Made by

NORTHWEST *Metal* **PRODUCTS inc.**
MANUFACTURERS • • • • 55 SPOKANE ST. • • • • SEATTLE 4, WASHINGTON, U.S.A.

PLEASE ADDRESS
Dept. H

This
BIGGER
WASHER DOLLAR
makes

*"More
Sense"*



Customers are
Quick to See That!



Today's Automatic DUO-DISC Washer makes "more sense" to your customers because it's the *biggest* dollar value in the field. It makes "more sense" to you, too, for all you have to do is compare Automatic DUO-DISC with *any* washer costing \$5 to \$15 more. You'll see for yourself how much *more* Automatic offers in design, construction, beauty and features—at lower cost . . . why your customers get their biggest washer dollar from Automatic Washers!

Write for name and address of
your nearest Automatic Distributor



Made in Newton, Iowa Since 1908 by
AUTOMATIC WASHER COMPANY



E. H. EMERY

C. H. EMERY JOINS J. M. DALGLISH

E. H. Emery, formerly associated with the sales department of General Electric in Milwaukee and St. Paul, has joined the J. M. Dalglish Co., St. Paul.

During the war, Mr. Emery spent four years with the AAF serving with the 15th in Italy.

R. K. CARTER MOVES CHICAGO BRANCH OFFICE

R. K. Carter & Co., New York City, has moved its Chicago office to the Lake-Wells Building, 201 North Wells Street, Chicago, Ill.

The new office affords larger quarters and better office ar-

rangement. Arnold Gough continues in charge as manager.

CALIFORNIA HOUSEWARES, TOY SHOW, APRIL, '49

The First California Housewares & Toy Show will be held in Los Angeles, Cal., in April, 1949, according to E. H. Sager, show committee chairman and western division manager of Cory Corp.

The first trade event of its kind in that area, the show will be national rather than regional and buyers from all parts of the country will be invited. This show has been developed by Los Angeles Trade Fair, Inc., for the Los Angeles Chamber of Commerce.

3 DISTRIBUTORS FOR WHITING FOOD FREEZERS

Whiting's Refrigeration Division, Chicago, Ill., has announced the appointment of three distributors for Whiting food freezers; in the south: Williams & Shelton Co. Inc., Charlotte, N. C., distributors in North and South Carolina; Norfolk Distributing Co., Norfolk, Va., distributors for Virginia, parts of Maryland and North Carolina; and Marshall Webb Distributing Co., San Antonio, distributors for southwest Texas.



MINNESOTA HARDWARE DEALERS at the annual convention, Jan. 27-29 at the St. Paul Auditorium, St. Paul, elected L. R. Beeman, Red Wing, president, succeeding A. C. Kasner, Foley. Lloyd Stuhlman, St. Paul, was elected vice-president. C. J. Christopher, Minneapolis, was re-elected manager-treasurer. Jarl Sjoldal, Ada, and Fred Baumann of Lester Prairie, are new members of the executive board. Other members of the board are: C. H. Johanson, Wheaton and Douglas Carlson, Minneapolis. In the photo left to right are Messrs Kasner, Stuhlman, Christopher and Beeman.

The convention urged dealers: to maintain credit terms; price merchandise fairly; refuse to deal with black market operators and avoid inventory speculation. It favored: retention of both state and national Fair Trade laws; taxation of co-operatives on the same basis as any other business; state building of rearing ponds for game fish; removal of rough fish from lakes and increased bounty on foxes; exemption of retailers from the terms of the Federal Wage-Hour Law; curtailment of government expenses; lowering of taxes; repeal of wartime excise tax schedules; increased personal exemptions and adoption of the community property principle for all personal income tax reports and passage of H.R. 4855, S-1862 to permit free duty entry of twine used for baling.



WESTERN ASSN.'S OFFICIAL FAMILY: Seated, right, is Harold M. House, Douglass, Kan., elected president of the Western Retail Implement & Hardware Association at its annual convention and exhibit in Kansas City. With Mr. House is J. C. Nitsch, Oberlin, Kan., vice-president. Standing, left to right, are C. C. Porter, Bartlesville, Okla., and Walter Sears, Great Bend, Kan., both elected director for one year; Russel Hauck, Unionville, Mo., retiring president and director for three years; Harry A. Wood, Kiowa, Kan., and C. A. Risinger, Independence, Mo., both reelected directors for three years. Not shown is William J. Shaw, former business manager of the association who was advanced to the post of full-time secretary-treasurer, succeeding Frank H. Spink, Kansas City, Mo.

The association adopted a resolution urging Congress to "give serious consideration to the proposal that horsedrawn equipment be sent to Europe, not only because it will provide more machinery for America which is able to produce food for the world, but because horsedrawn equipment is more within the technical scope of the European farmer." The association also favored restoration of Regulation W; proposed state legislation to eliminate "limited quantity offers" on loss leaders advertised to the public; urged Congressional revision on corporation taxes and the passage of community income tax for all states.

H. W. HOOBLER NAMED CHICAGO SALESMAN FOR BUCKEYE ALUMINUM

Harry W. Hoobler has recently been appointed sales representative in the Chicago territory for the Buckeye Aluminum Co., Wooster, Ohio. His territory includes the northern part of Illinois, small part of Indiana surrounding Chicago, portion of Michigan known as the Upper Peninsula, larger part of Wisconsin and the eastern edge of Iowa.



HARRY W. HOOBLER

He was formerly sales director for the Freshened Air Division of the Cory Corp.

ALLEGHANY HOME SELLS KAISER DISHWASHERS, APEX APPLIANCES

Alleghany Home Appliance Co., has been named distributor of the Kaiser Dishwasher and Apex home appliances.

The new firm is a division of the Logan Hardware and Supply Company, founded by C. McD. England, Sr., in 1904.

Alleghany will service 71 counties in West Virginia and parts of Kentucky and Ohio, and has appointed 354 dealers, according to Fred Hudson, Jr., who has been named sales manager. The Huntington branch of Logan Hardware is now being remodeled to provide office and warehouse space for the Alleghany Home Appliance Company.

C. McD. England, Jr., vice-president and general manager of the parent company, is directing Alleghany operations. Charles M. Pace is in charge of sales promotion and William V. Pierson has been appointed assistant sales manager.

IF you've lost a market like this...



PLUS related sales like this...

GET THEM BACK

with a product like this...



There's nothing like Solventol to help you recapture your share of the market for all-purpose cleaners and related products. This housecleaning miracle is a product of the "new chemistry" that gave you plastics, cellophane, nylon. Solventol is a secret blend of six gentle, yet effective solvents. Its speedy 6-in-1 cleaning action actually *slides* dirt off. No rub! No rinse! No wipe! No harsh abrasives! No caustic soda ash! No sticky glue!

Remember . . . Solventol pioneered the \$1.00 habit for a high-quality cleaner in a lithographed metal container. So feature this daily year-'round all-purpose cleaner—and get back your profitable cleaner market. Order your stock TODAY! Solventol Chemical Products, Inc., Detroit 3, Mich.



- ★ Year-'round Multiple Uses!
- ★ Gives You High Mark-Up!
- ★ Nationally Advertised!
- ★ Fair Traded! 60¢, \$1.00, \$1.75

Solventol

Freshens as it cleans!



THE DAILY YEAR-'ROUND, ALL-PURPOSE CLEANER USED AND PROVED IN MILLIONS OF HOMES

CHENEY

NAIL HOLDING HAMMERS

easier

faster

better

CHENEY

ESTAB. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

Sales Rep.
Eastern, Midwestern,
Central and
Far Western States:
John H. Graham &
Co., Inc.
New York City

Southern Rep.
Sanford Bros.
Chattanooga, Tenn.

OBITUARIES

OSCAR M. POLK

Oscar M. Polk, 70, chairman of the board of directors of The Sheffield Corp., Dayton 1, Ohio, died recently. In 1914 he became associated with the City Machine & Tool Co., which later became the Cimatool Co. In 1933 he became interested in the Sheffield Machine & Tool Co., Dayton, which was reorganized the following year as The Sheffield Gage Corp., with his son, Louis Polk as vice-president and general manager of both Sheffield and Cimatool. In 1941 the two companies were merged to form The Sheffield Corp., with Louis Polk as president.

Mr. Polk since 1931 was president of the Fidelity Building Association, Dayton. He also founded the National Broach Co., Detroit, but disposed of his interest a number of years ago. At the time of his death he was chairman of the board of trustees of The Sheffield Foundation, and secretary and director of the Terminal Cold Storage & Ice Co., both of Dayton and director of the Threadwell Tap & Die Co., Greenfield, Mass. He was also a 33rd degree Mason.

JOHN W. PHILP

John W. Philp, 73, chairman of the board and chairman of the executive committee of Huey & Philp Hardware Co., Dallas, Tex., wholesalers, died recently in Dallas at the hospital, having suffered a stroke.

Mr. Philp, who had served as Dallas postmaster from 1922 to 1929, was fourth assistant United States postmaster general in Washington from 1929 until 1933. He was a leader for many years of the Republican party in Texas. Mr. Philp, nephew of Simon Philip, one of the founders of the concern, worked for a time with the company and then tried several other occupations, including newspaper work, before rejoining the hardware concern in 1911 as vice-president. He became director and chairman of the board in 1934.

EDWARD L. O'MALLEY

Edward L. O'Malley, 74, vice-president O'Malley Lumber Co., Phoenix, Ariz., died recently after suffering a heart attack. Mr. O'Malley was a former general manager of the firm and served as president of the South-

western Sash & Door Co., Phoenix, an affiliate of the O'Malley Lumber Co. Mr. O'Malley belonged to the Tucson Council, Knights of Columbus and the Phoenix Country Club.

EDWARD J. FOLEY

Edward J. Foley, 56, eastern sales representative of Master Lock Co., Milwaukee, Wis., died



EDWARD J. FOLEY

in the Framingham Hospital near his home in Waban, Mass., after suffering a heart attack.

Well known in the hardware trade, Mr. Foley had represented the company for 17 years. He was a member of the Eastern Hardware Association and the Eastern Hardware Golf Association. Mr. Foley served in the Navy in World War I, and was a member of the Crosscup-Pishon American Legion Post.

Mr. Foley is survived by his widow, two sons and a daughter.

THOMAS F. DICKENSON

Thomas F. Dickenson, 90, retired Princeton, W. Va., merchant who had operated retail hardware business in Honaker, Va., died recently in Princeton.

CLARENCE V. ROBERTS

Clarence V. Roberts, 85, founder of the Roberts & Mander Stove Co., Hatboro, Pa., in 1903, died recently at his home in Mount Airy. He retired in 1944 as president of the company. He was a founder also of the American Gas Association. Genealogy was his hobby and he had compiled several genealogical volumes.

One of your best Salesmen is ALL PEPPED UP

Yes, for years MECHANIX ILLUSTRATED has sent millions of men into hardware stores to buy millions of dollars worth of merchandise.

And, starting with May, the fine old MECHANIX ILLUSTRATED, your friend and salesman, becomes bigger, better, livelier than ever, a still more vital force in moving merchandise off your shelves.

Watch for the bigger-better, New M.I., for in it you'll see advertised the products your customers will be looking for, the products it will pay you to promote and to display.

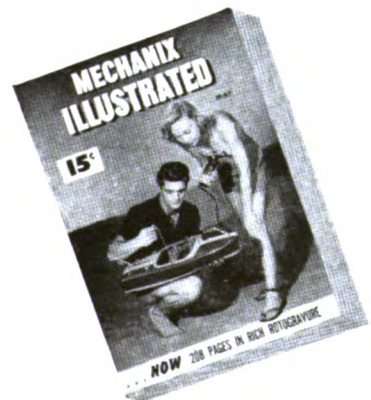


MECHANIX ILLUSTRATED

FAWCETT PUBLICATIONS, INC. • 47 West 44th St., New York 18, N. Y.
 World's largest publishers of monthly magazines
 Chicago Office 360 North Michigan Avenue
 West Coast Representatives, Edward S. Townsend Co.

NEW "M.I."

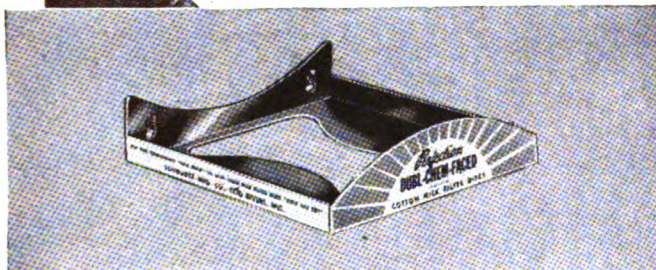
HERE ARE A FEW OF THE FAMOUS PRODUCTS ADVERTISED IN THE



Sell YOUR Customers
the Best . . . *Perfection*
DUBL-CHEM-FACED
(TRADE-MARK)
MILK FILTER DISCS
Good Profit Builders



FREE DISC-DECK
TO PURCHASERS OF THE
3-CARTON SPECIAL PACKAGE
... while they last



Boost Your Profits with this FREE Disc Deck

DISC-DECK is a great sales stimulator! Boosts your sales... expands your profits... wins customer-goodwill... decreases your sales costs. Your trade wants the DISC-DECK... Display DISC-DECKS and cash in on this Free Deal!



PACKAGED FOR CONVENIENT HANDLING — Ask Your Jobber



Three 100-Disc cartons and the free DISC-DECK are all banded together.

Nationally Advertised — Profitable!

Millions of messages going to dairy farmers, introducing the free DISC-DECK... BIG CAMPAIGNS in Successful Farming, Hoard's Dairyman, Dairyland News, Wisconsin Agriculturist, The Farmer, Modern Dairyman, Rural New Yorker, New England Homestead, Western Dairy Journal and other dairy publications. Tie in with this advertising... it pays! ASK YOUR JOBBER!

It pays to standardize on

Perfection DUBL-CHEM-FACED Filter Discs

Made Exclusively by **SCHWARTZ MFG. CO.**, Two Rivers, Wis.

OTTO L. BURGER

Otto L. Burger, 77, who had retired as chairman of the board of the Kruse Hardware Co., wholesalers, Cincinnati 3, Ohio, died recently. Mr. Burger entered into partnership with Henry Bode and formed the Bode Hardware Co., in 1890, serving as bookkeeper. The Kruse Hardware Co., was formed in 1902 and Mr. Kruse was secretary until 1919 when he was elected president. He held the latter office until his resignation in 1944 to become chairman of the board. Mr. Burger was a member of the HARDWARE AGE Fifty-Year Club. Photography was his hobby.

DANIEL R. DAHILL

Daniel Ryan Dahill, 49, sales representative for the Ben Williamson Hardware Co., Ashland, Ky., died recently in St. Mary's Hospital, Huntington, W. Va., after a long illness. A veteran of World War 1, he had been with Ben Williamson for 26 years. He was a past commander of Gunther McNeely, Nowland post, American Legion at Logan.

NILA G. McCABE

Nila G. McCabe, 38, office manager of the Michigan Retail Hardware Association, 1112 Olds Tower Bldg., Lansing 8, Mich., died recently. Mrs. McCabe joined the association about 10 years ago when the late Harold Bervig was manager. She also served under Harold A. Daschner, now sales manager of Morely Bros., Saginaw. In addition to serving as office manager, she was chairman of the registration at the association's annual convention and hardware show. She was a member of the Unity church, East Lansing. Mrs. McCabe is survived by a son, Terrence.

WALTER S. MANN

Walter S. Mann, 56, owner of the W. S. Mann & Son hardware store, Kansas City, Kan., died recently at his home in Kansas City. He was a member of the Rosedale Methodist Church, Rosedale Masonic Lodge, No. 33, and the American Legion.

JOSEPH C. FREIDELL

Joseph Conrad Freidell, 85, former partner of the late L. D. Mason in a hardware business in Hammondsport, N. Y., died recently after two years' illness. He served several terms as member of the Village and Ham-

mondsport Sch... wife, a son and... vive.

LYLE GYON

Lyle Gyon was a hardware merchant and lived for many years in Newark, N. J. He was president of the Newark Hardware Dealers' Association. He also was a member of the Newark...

GEORGE P. KIMBLE

George P. Kimble, years operator of a Hardware & Plumbing Co., Exeter, N. H., died at his home. He had been time before, retired from work. He was a member of the Knights of Pythias.

CALVIN A. OYLE

Calvin A. Oyle, Indianapolis, Ind., a pioneer dealer in Kokomo, Ind., ago, and later a director at his home in Indiana. 21 he taught school for years later entered the hardware business in the seat of Howard County, an extensive traveler for years, visiting Europe...

ROBERT O. BOSSINGER

Robert O. Bossinger, former hardware merchant in Rock, and who was in the sale hardware business in California, died at his home in Alto, Calif.

CATESBY TAYLOR

Catesby Taylor, 82, head of the retail department of the Roberts-Sanford-Taylor Hardware Co., Sherman, Texas, died at the home of his son, G. Taylor, Tenn. His father was an organizer of the hardware business, and he was a director of the business at the time of his death.

J. A. HARTMANN, JR.

John A. Hartmann, Jr., 34, of the late owner of the Hartmann Hardware & Supply Co., Somerville, N. J., was stricken recently while driving a truck in which he was making delivery. He had been an employee of his father's firm. Mr. Hartmann, Jr., was a member of the Fire Police attached to Engine No. 1 of the fire department.

HARDWARE AGE

OTTO L. BURG

BURGERT

the company 38 years. Mr. Brownworth was a Mason and a member of the Larchmont Shore Club.

SAMUEL MONKS

Samuel M. Monks, secretary of the Atlantic Screw Works, Inc., Hartford, Conn., died suddenly of a heart condition aggravated by driving during the recent blizzard. He had been with the company since 1901.

HOMER T. YOUNG

Homer Tilton Young, 64, credit manager of the American Hardware Company, Petersburg, Va., died recently at his home there. He had been connected with the firm since he was 15 years old. Surviving are his widow and a daughter.

ARTHUR R. KENNEDY

Arthur R. Kennedy, president and treasurer of James Hamil Company, hardware store at 1605 Broadway, Watervliet, N. Y., died recently at his home. Mr. Kennedy went to work for the late James Hamil more than 60 years ago and had been president and treasurer of the hardware firm since 1910.

JAMES P. CALLAHAN, JR.

James P. Callahan, Jr., 39, manager of the sporting goods department of Pierce Hardware Co., 15 Main St., Taunton, Mass., died recently. Mr. Callahan is survived by his widow and son Ronald.

S. M. PEARSON

Shelby Marvin Pearson, 70, died at his home in Little Rock, Ark., recently having been ill for over a year. He was affiliated with the Bracy Hardware Co., and the last couple of years with the Acme Hardware Co., both of Little Rock.

B. M. SHEVLIN

Bernard M. Shevlin, 56, assistant purchasing agent for Weed & Co., Buffalo, for the past 11 years, died recently in a Buffalo hospital after a long illness. He joined Weed & Co. 37 years ago as an estimator.

TIMOTHY A. STOTZ

Timothy A. Stotz, 83, member of the hardware firm of Stotz Bros., Easton, Pa., died recently after a brief illness. He was president of the Lehman's Pond Rod and Gun Club in Pike County for many years.

JOHN J. FORSTER

J. Forster, president of the John Co., Inc., Rochester, materialist supplies, died at his home after a brief illness. He founded the business with his brother, John M. Forster, when the elder Forster died in 1910, the son became president and treasurer.

JUSTIN GWINN

Justin G. Gwinn, 46, operator of Hardware, Lapeer, died recently at the City Hospital. In 1929 he joined the Farm Bureau and in 1931 went to start the Farm Bureau Hardware Association. In 1935 he was named manager for the Bureau of the state sales force. In 1937 he was promoted to manager of the state sales force. In 1939, he, Paul and Bill Michel bought the hardware store, which has been conducted as Gwinn's Hardware. He is survived by his wife and three children.

EDWARD D. HARLEY

Edward D. Harley, 67, operator for many years of Harley Hardware Co., the present Central Hardware Co., Geneva, died recently after a four-year illness. He had been a partner with his brother in the hardware store from 1903 to 1931. He had been active in the past 50 years in musical societies in Ashtabula and Madison. Mr. Harley was a member of the Geneva Odd Fellows Lodge.

EUGENE F. BROWNORTH

Eugene Frederick Brownworth, 73, Larchmont, who retired last October as manager of the jar and tape division of the United States Rubber Co., died recently at New Rochelle, N. Y. Mr. Brownworth was with the company 38 years.

DANIEL R. DAHL

Daniel R. Dahl, 64, representative for the Dahl Hardware Co., died recently at his home. He was born in Norway and came to this country in 1906. He was a member of the Norwegian American Club and the Lutheran Church. He was a member of the board of the Norwegian American Club and the Lutheran Church. He was a member of the board of the Norwegian American Club and the Lutheran Church.

MILA G. MCCABE

Mila G. McCabe, 84, died at her home in Little Rock, Ark., recently. She was a member of the Little Rock Chapter of the Order of the Eastern Star. She was a member of the Little Rock Chapter of the Order of the Eastern Star. She was a member of the Little Rock Chapter of the Order of the Eastern Star.

WALTER S. MANN

Walter S. Mann, 56, owner of the W. S. Mann & Son hardware store, Kansas City, Mo., died recently at his home in Kansas City. He was a member of the Rowleside Methodist Church, Rowleside, Mo., and the American Legion.

JOSEPH C. FREDELL

Joseph Conrad Fredell, 83, former partner of the late L. D. Mason in a hardware business in Hammond, N. Y., died recently after two years' illness. He served several terms as mayor of the Village and Ham-



"Sure Grip" is a real improvement over all screw holding screw drivers. The gripping and releasing of the jaws is easier. The screw is held more firmly, making it tops among of this type.

The handles are indestructible Amberlite. The Bridgeport No. 247 — A Driver Assortment contains a dozen screw drivers of five different sizes. The colorful display box helps dealer move Sure Grip quickly.

Ask your jobber.



TOASTMASTER APPOINTS TWO SALESMEN

B. F. Parker, Jr., has been appointed New York representative for the Toastmaster Products Division of McGraw Electric Co., succeeding H. B. Davis, who recently resigned.

Mr. Parker joined the Toastmaster products division sales force in 1938 as a junior representative in Metropolitan New York. He became representative for the Atlanta territory in 1939 and has been in charge of the Philadelphia territory since 1945.

His headquarters will be located at the Empire State Bldg. offices.



B. F. PARKER, JR.

At the same time, Grant W. Hoel was made Southeastern representative for the Toastmaster Products Division. He became associated with the company in 1947 and since that time he has



GRANT W. HOEL

been engaged in sales and market work at the home office in Elgin, Ill.

APPOINT TWO SALESMEN FOR GENERAL MILLS' HOME APPLIANCES

William F. Dougherty was appointed Philadelphia district manager, with offices in Room 614, Terminal Commerce Bldg., and John Burke, district representative at Wilkes-Barre, Pa., for the General Mills' home appliances, 400 Second Ave. South, Minneapolis, Minn. Bill Utte, who handled the district in the past, has resigned to start an independent agency. Mr. Dougherty was with Dougherty & Sons of Philadelphia Kitchen Equipment Manufacturers & Distributors and spent five years with the Philadelphia Electric Co. in dealer training. Mr. Burke was assistant housewares buyer at the Hecht Co., Baltimore.

PHILCO MID-WINTER DISTRIBUTOR MEETING

The Philco Corp., Philadelphia, Pa., recently held its first postwar mid-winter distributor convention at Palm Beach, Fla., Jan. 20-22, attended by 1100 members of the distributor organization from 200 key cities. The 1948 Philco refrigerators, home freezers, radios and television sets were presented and sales and business plans for the coming year were outlined.

BUTLER BROS. NAMES M. L. KOETHER, BUYER

Butler Brothers, Chicago, has announced the appointment of Martin L. Koether as buyer of sporting goods, succeeding George F. Page who resigned. Mr. Koether joined the company in 1946 as manager of the toy and sporting goods departments for the Company's Chicago House.

EDWARD HERMAN, CHIEF PURCHASING AGENT FOR BRONX HDWE.

Edward Herman has been appointed chief purchasing agent for the Bronx Hardware & Supply Co., 2733 Third Ave., New York City 51. Mr. Herman has nearly 10 years of experience in the industrial hardware and supply field. He has had sales and purchasing experience with two large industrial supply houses.

The company has also announced the addition of Oberdorfer Foundries, Inc., to the list of manufacturers it represents.



SIDNEY F. WOODBURY

S. F. WOODBURY, PORTLAND'S FIRST CITIZEN OF

Sidney F. Woodbury, president, Woodbury Hardware wholesalers, Portland, has recently been designated Portland's First Citizen—the 20th to be so since the tradition was established in 1928, for his industry, charitable, and civic affairs. In repeating the selection the committee Mr. Woodbury "an old leader who has built his business, a man of firm convictions and courage in his Portland, serious yet one of sturdy character." In 1922 Mr. Woodbury opened his own business, the Woodbury Steel & Machinery Co., which changed its name to Woodbury & Co.



Los Angeles Pot & Kettle Club Christmas party was held at the Elks Club with 167 members, wives and children present. George P. Wilcox was chairman of the celebration and Ed Straube impersonated Santa Claus. Harold Norton led community singing which was followed by a 30 minute program in which the children sang, danced, recited and enjoyed a puppet show.

Pull shoppers to your housewares section...

with a display of sparkling



EVEREDDY

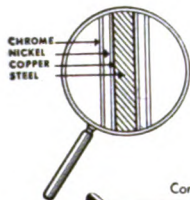
Speedy-Clean
REG. U.S. PAT. OFF.

CHROME COOK WARE

with "Scotch-Grip" Bakelite handles

Mirror-polished brilliance to catch the shopper's eye—freedom from grimy scouring—strong, durable construction from special heat-conductive steel—perfect cooking results—exceptional value

at its surprisingly low price—Speedy-Clean Utensils have everything the modern housewife wants—draws women like a magnet wherever displayed. » If your jobber can't supply you, write direct. **NEW!** Deep vessels have quadruple-clad interiors for extra long wear



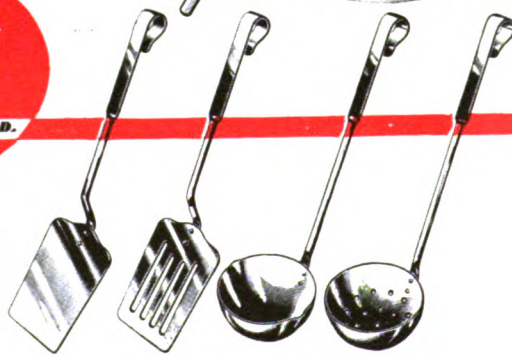
Convenient kitchen tool
hanging rack available

"Flavor-saver" covers fit snugly into square-bead edge—retain luscious flavor of food

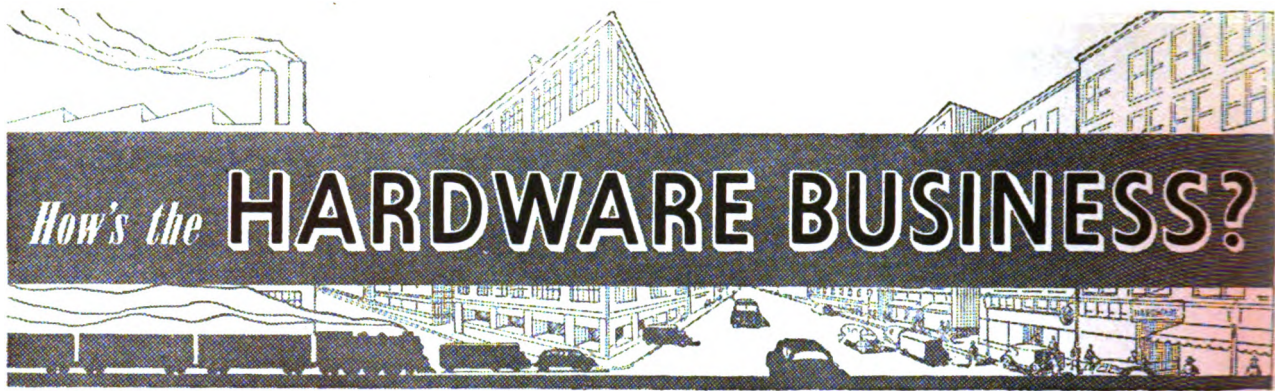
The
EVEREDDY
Company

• EAST STREET • FREDERICK, MD.

A clean, lustrous, beautifully designed tool for every cooking need—easy to use, easy to hang up. Nothing to burn nor melt away. Women buy them in sets.



New York Office & Showroom—819, 200 5th Avenue. Chicago Office & Showroom—Room 11-112, Merchandise Mart.



How's the **HARDWARE BUSINESS?**

February 12, 1948

ADVANCES

Some abrasive products. Some anti-freeze compounds. Sweeping compound. Pine tar. Wiping rags. Shellac. Roof coatings. Extension curtain rods. Roof cement. Steel wool. Slab zinc. Antimony. Galvanized sheets. Some brass goods. Brass rods. Nickel silver sheets. Phosphor bronze. Extras on galvanized steel products.

DECLINES

Some abrasive compounds. One line of wall and tile trim.

Sweeping compound—As of Jan. 15 sweeping compound prices advanced about 10 per cent.

* * *

Pine tar—Late*last month pine tar prices were advanced 10 per cent.

Wiping rags—An advance of one cent per pound was effective Jan. 10.

* * *

Shellac—Prices on shellac advanced 10 cents a gallon on Jan. 12.

Roof coatings, cement — As of the first of the year prices on roof coatings and roof cement advanced 10 per cent.

* * *

Steel wool—As of Jan. 23 steel wool in one pound rolls, also industrial pads, advanced three cents a pound.

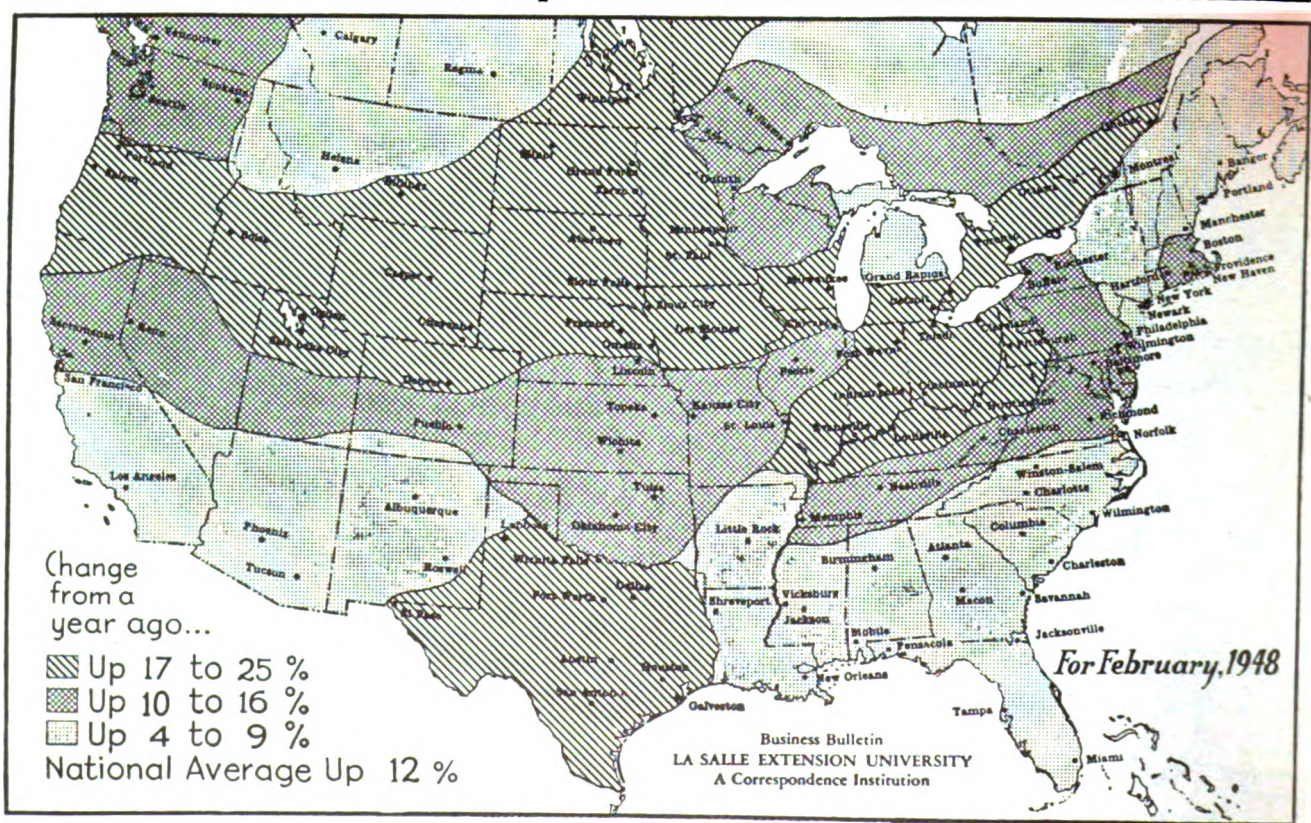
* * *

Extension curtain rods—Effective Jan. 1 the price on one line of extension rods advanced 10 per cent.

* * *

Anti-freezes to advance — Higher prices for two anti-freezes used in automobiles were announced Jan. 17 by du Pont—to become effective April 1. Rising costs of production and shipping have necessitated the rise in prices of "Zerone" and "Zerex," a company

LaSalle Map of Business Conditions



**YOU FURNISH
THE STEEL**



LYON WILL MAKE THE PRODUCT

... and you get prompt delivery!

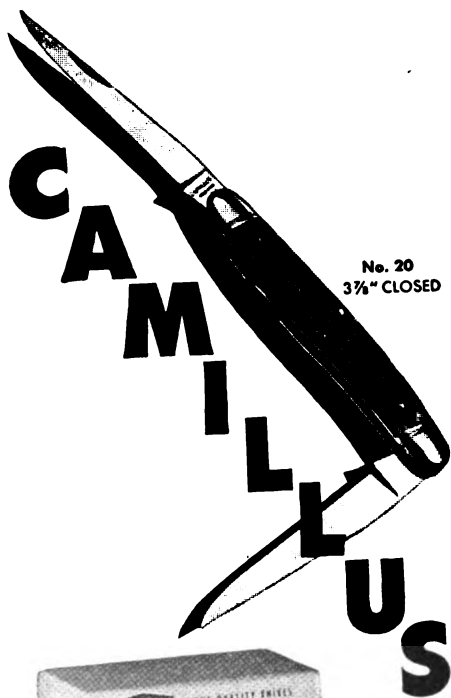
● If you or your customers can supply us with 12 to 24 gauge sheet steel, we will buy the steel from you and supply you pound for pound with any selection of Lyon standard products now in production at regular published prices. (See partial list below)

Or, we will manufacture to your customer's specifications, assemblies, sub-assemblies, or parts in gauges No. 8 and lighter up to No. 30.

LYON METAL PRODUCTS, INCORPORATED
GENERAL OFFICES: 238 MONROE AVENUE, AURORA, ILLINOIS
Branches and Dealers in All Principal Cities

A PARTIAL LIST OF LYON PRODUCTS

- | | | | | | | |
|------------------------|---------------------|-------------------|--------------------|--------------|-----------------|---------------------------|
| • Shelving | • Kitchen Cabinets | • Filing Cabinets | • Storage Cabinets | • Conveyors | • Tool Stands | • Flat Drawer Files |
| • Lockers | • Display Equipment | • Cabinet Benches | • Bench Drawers | • Shop Boxes | • Service Carts | • Tool Trays • Tool Boxes |
| • Wood Working Benches | • Hanging Cabinets | • Folding Chairs | • Work Benches | • Bar Racks | • Hopper Bins | • Desks • Sorting Files |
| • Economy Locker Racks | • Welding Benches | • Drawing Tables | • Drawer Units | • Bin Units | • Parts Cases | • Stools • Ironing Tables |



No. 20
3 3/4" CLOSED



No. 46-24L
COUNTER
CASE

Your Silent Salesman!

Dealers everywhere are enthusiastic about this handsome, bleached oak display case. Has curved Lucite front and bright red knife panel. Lockable stock compartment in rear. Takes only about one square foot on your counter. Ties you into the CAMILLUS national advertising program reaching millions of prospective knife customers... For faster turnover and greater profit put this silent salesman on your counter. Your CAMILLUS jobber will give you full information. Camillus Cutlery Company, New York 17, N. Y.



statement said. Larger quantities of both products will be available next winter, it added. Beginning April 1, at the end of the present anti-freeze season, du Pont said the fair trade minimum retail price of "Zerone"—a methanol-base anti-freeze—will be \$1.25 per gal., instead of \$1. "Zerex," a permanent-type anti-freeze, will go to \$3.25 per gal. from the prevailing \$2.65 price. Du Pont said the price rises are the first for the two products. "Zerone" was introduced in 1934 and "Zerex" in 1939.

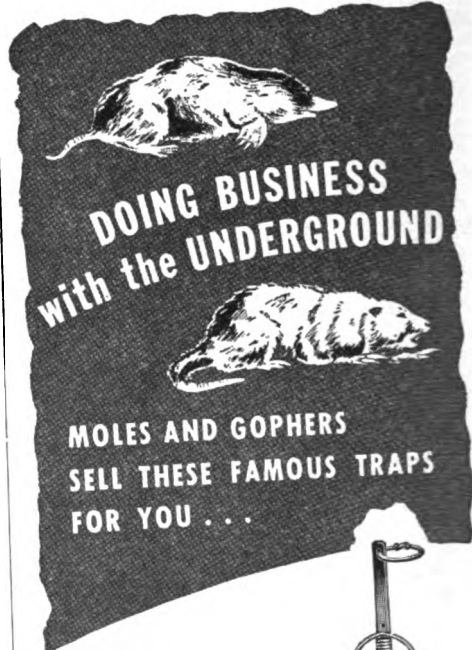
Galvanized sheets up — On Jan. 12, Carnegie-Illinois Steel Corp. advanced galvanized sheets \$2.00 per net ton to 3.95 cents per lb., 10 gage, f.o.b. Pittsburgh, Chicago and Gary.

Abrasive products — Behr-Manning Corp., Troy, N. Y., division of the Norton Co., has announced some revisions in prices of its lines. A few prices were reduced and those on other items were advanced sharply. On those products advanced changes averaged between 6 and 8 per cent.

Zinc and antimony advanced — On Jan. 21, American Zinc, Lead & Smelting Co. announced it had increased its price of prime western grade slab zinc by 1 1/2 cents a pound, effective immediately. The new price is 12 cents per lb., East St. Louis. The usual premiums will apply to select brass special, intermediate, high grade and special high grade zinc. This is the first increase in the price of slab zinc since Nov., 1946. The American Zinc Co. stated that during 1947 labor, fuel and transportation costs have substantially increased, adding materially to the cost of mining zinc ores and smelting zinc concentrates. On Jan. 22, higher freight rates sent the price of antimony fractionally higher in the New York area, although the Laredo, Tex., base quotation of 33 cents a pound, bulk, in car load lots, remained unchanged.

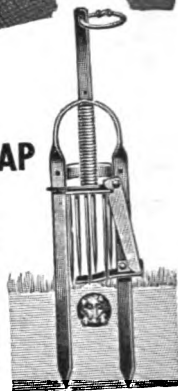
Building tile—A 10 per cent reduction in its line of wall and tile trim was made recently by National Tile & Mfg. Co., Anderson, Ind. This follows its reduction of 10 per cent, made Aug. 1, 1947.

Brass goods—One maker reports that its prices for yellow brass, brass wire, brass rods, brass tubes have been increased slightly more than a half-cent a pound (53 points). Free turning brass rods were increased three-tenths of a cent a pound. This action follows the recent 1 1/2 cents advance in



VICTOR MOLE TRAP

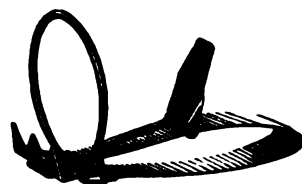
This spear and plunger type trap is a favorite of gardeners and home owners. It harpoons moles—kills instantly. Victor Mole Trap is equipped with six sharp prong spears. Easy to set. Finished with rust resisting coating. Extreme length when sprung 16 3/4".



OUT O' SIGHT MOLE TRAP



Excellent for use in sandy soil. Many customers prefer this scissors jaw type of trap. Powerful, quick acting jaws never give moles a chance. Soundly constructed of heavy malleable iron. Setting levers and instructions are furnished with each trap. Height, 8 1/2"; Jaw Spread, 2 3/4".



NEWHOUSE GOPHER TRAP

Here is a tried and true profit maker that you can sell with utmost confidence. It was designed by the famous trapper, Sewall Newhouse. This trap is simple to set... swift in action... all steel.

Order these money-making traps from your jobber.

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PENNSYLVANIA

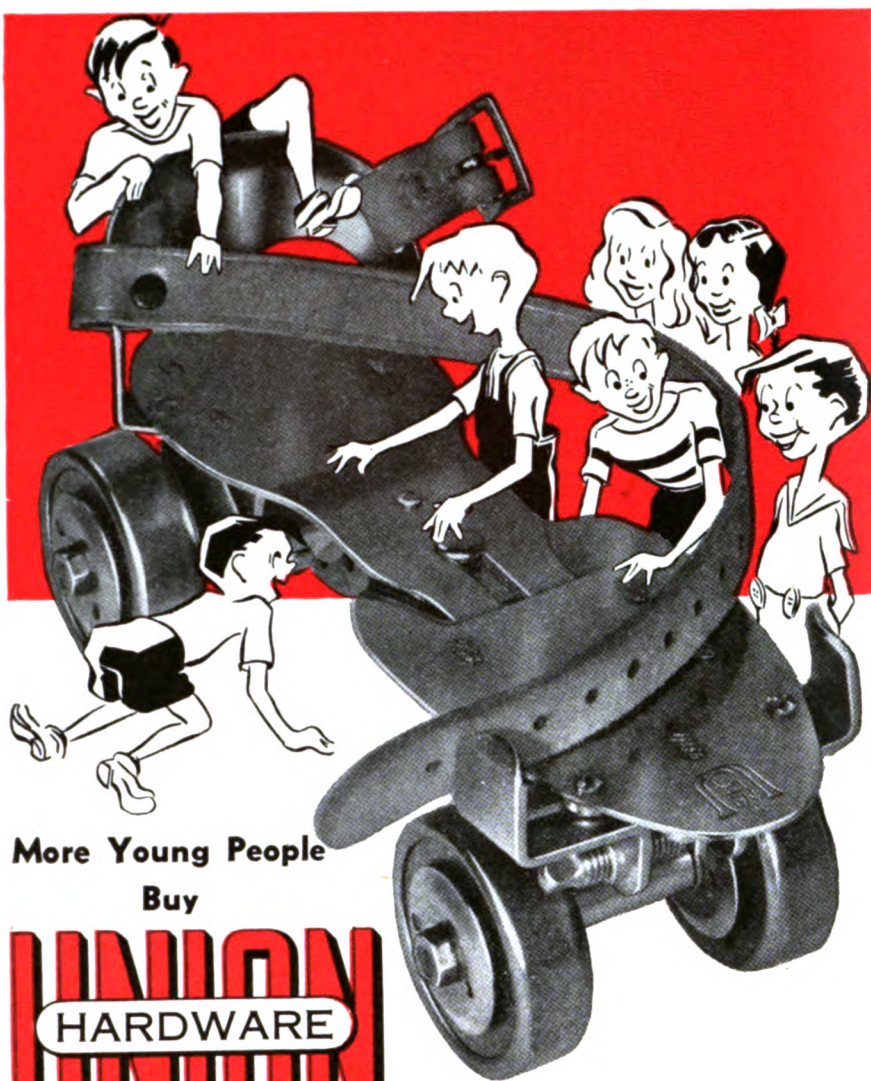
the price of zinc (which metal combined with copper makes brass). It also was announced that nickel silver sheets, containing 18 per cent nickel were advanced about an eighth-of-a-cent a pound. Phosphor bronze was increased seven-tenths-of-a-cent a pound. These increases resulted from higher prices being paid for nickel and tin.

Extras for galvanizing raised—The \$30 a ton increase in the price of zinc that was announced Jan. 21, naturally forces up the price of galvanized steel products, in which zinc is used as a coating material. Extra charges applicable to galvanized products have been advanced by some steel companies. These changes are over and above base prices, and are added for varying specifications. The adjustments are automatic under the extra list, which provides for changes in the extras as the price of zinc fluctuates. The "base price" of the products is not affected. For galvanized flat sheets, the advance in extras means that the consumer will pay from 3 cents to 10 cents more per 100 lbs.; and for galvanized formed roofing and siding, from 7 cents to 14 cents more per 100 lbs. it is reported.

Steel operations—For the final January week, the nation's steel operations were scheduled at 95.2 per cent of ingot capacity, compared with 96.1 per cent in the previous week, according to the American Iron & Steel Institute. A month ago the indicated rate was 96.4 per cent. In fact, during December, iron and steel production reached its highest 1947 level. Dow, Jones & Co. estimated output of U. S. Steel at 94½ per cent for the week ended Jan. 31, against 95½ per cent in the week before. Other leading companies are credited with 97 per cent, compared with 98½ per cent in the preceding week. Scrap supplies are flowing a little better, but with prices still high.

Paint sales in 1947—Paint sales during 1947 topped \$1 billion for the first time. This was 33 per cent higher than 1946 and 93 per cent above 1941, the best pre-war year. The National Paint, Varnish & Lacquer Association predicts that the tremendous backlog of demand will keep paint sales at more than \$1 billion annually for several years. Further price increases are anticipated in the industry because of mounting raw material and other costs.

Paper products at record high—Production of paper and paper products reached a record high in 1947,



More Young People
Buy

UNION
HARDWARE

than any other **ROLLER SKATES** in the world

TO INCREASE YOUR ROLLER SKATE SALES,
SELL UNION'S NO. 5 BECAUSE . . .

1. **Better Made**—Double ball race bearings. Each bearing contains 18 balls. Flexible (cushion) sole plate. Highest quality for speed and wear.
2. **Better Looking**—Beautifully finished and plated. Saddle leather straps. Colorful, sales building package, clearly marked for quick identification.
3. **Lower Priced**—The economies of Union's immense production are passed on to the dealer and the consumer. Quality for Quality, UNION SKATES are the best buy on the market.

When ordering from your Jobber specify

UNION
HARDWARE COMPANY

**ROLLER AND ICE SKATES,
FISHING RODS, HAND TOOLS**

Torrington, Conn.

MINNOW BUCKETS and TACKLE BOXES

Immediate de-
livery in lim-
ited quantities



MINNOW BUCKET

A well made, popular priced minnow bucket that has lots of fisherman eye appeal. 2 piece, non-floating type, 8 quart capacity.



NON-RUST
Aluminum

TACKLE BOX

This compact tackle box rates high with fishermen the country over. Fresh and salt water rust-resisting. Handy compartment tray with removable partitions. Space for vacuum bottle.

★ HANDY ★ CONVENIENT

Penn
METAL FABRICATING CO.

Sold through
leading jobbers
from coast-to-coast.

WILKES-BARRE, PA.

says the U. S. Commerce Department. Output of paper, paperboard, wet machine board, and building board, totaled 21,028,898 tons, an increase of 9.1 per cent over the previous record set in 1946. Full operation of all facilities, bolstered by new production capacity installed during the year, accounted for the record output. Production of building board increased 27 per cent in the year-to-year comparison, while paperboard output rose from 8,396,233 tons in 1946 to 9,143,824 tons in 1947.

* * *

More hides and leather—The Department of Commerce has predicted that only slightly larger quantities of hides and skins will be made available to domestic tanners this year than in 1947. Seasonal declines were recorded in December domestic hide and skin production; in cattle hides, being slightly more pronounced than in the previous month.

* * *

Vacuum cleaners shatter record—Sales of standard-size household vacuum cleaners in 1947 were 66 per cent higher than the previous record of 2,289,441 units sold in 1946. Sales totaled 3.8 million units and topped the industry's best two pre-war years, 1940 and 1941, by 26 per cent, according to a report for the industry issued by the Vacuum Cleaner Manufacturers' Association. December sales of 373,254 cleaners were highest of any month in the industry's history, and were 40.6 per cent greater than Dec., 1946. Apex Electrical Mfg. Co. says it is scheduling production of automatic washers and clothes driers in 1948, in addition to its

present line of cleaners, washers and ironers. Production of automatic washers will begin in March, when construction of a new plant addition is completed. In 1947 the Apex company produced 532,894 cleaners, washers and ironers with a retail value of close to \$60 million. This represented an increase of 44 per cent in units and 50 per cent in dollar value over 1946, although, as President C. G. Frantz stated: "We were forced to curtail operations many times during the year due to lack of gas and the shortage of materials such as steel. We had hoped to reach a yearly total of 720,000 units." Discussing industry operations generally, Mr. Frantz said production of cleaners, washers, ironers and driers by the entire industry in 1947 totaled 8,730,000 units, with a retail value of \$1 billion.

* * *

Oil burner outlook—The possible effect of the recent oil shortage is worrying the makers of oil burners, naturally. However, oil burner men say the real test for their industry lies ahead. Sales are running behind last year, but winter is their slowest sales season normally. How many potential customers have been scared off by the fuel oil shortage will become more apparent next August. The busy season traditionally starts then, and extends into mid-October.

* * *

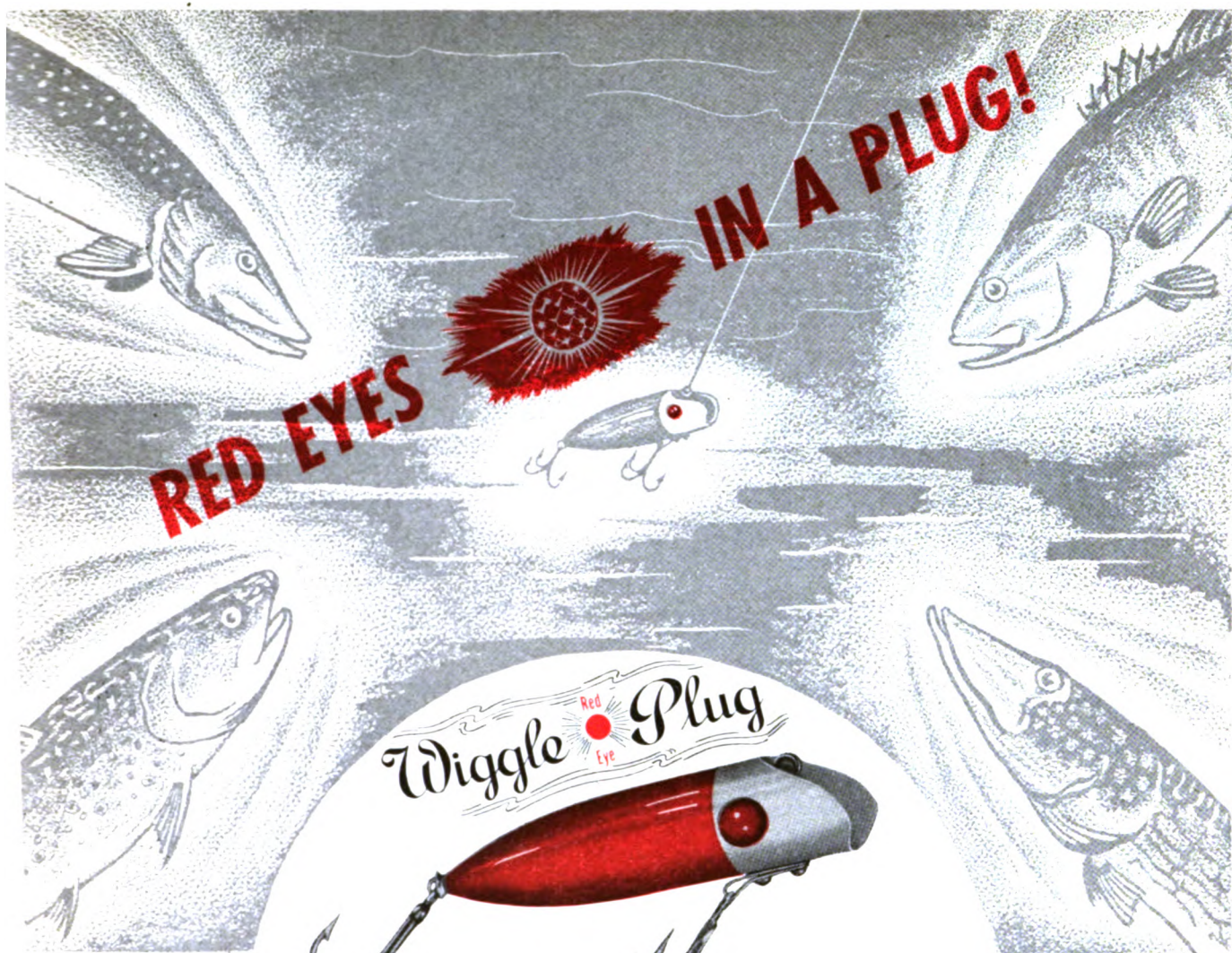
Paint in November—Washington reports that manufacturers' sales of paint, varnish, lacquer and fillers in November dropped more than \$20,000,000 from the preceding month's record.

INDEPENDENT RETAIL HARDWARE STORE SALES TRENDS IN 13 CITIES IN THE UNITED STATES

December, 1947, Comparisons

Cities	Dec., '47 compared with Dec., '46	Percent Change 12 Mos., '47 compared with 12 Mos., '46	Dec., '47 compared with Nov., '47
California—Los Angeles	— 3	+11	+25
San Francisco	+19	+ 6	+36
Illinois—Chicago	+ 5	+10	+37
Indiana—Indianapolis	+29	+29	— 7
Kentucky—Louisville	+19	+17	+28
Michigan—Detroit	+28	+14	+27
New York—New York	+ 9	+16	+ 8
Buffalo	— 1	0	+11
Ohio—Cleveland	— 7	+ 9	+15
Youngstown	+16	+24	+23
Oregon—Portland	+ 5	+ 8	+30
Pennsylvania—Erie	+22	+26	+46
Philadelphia	+26	+ 8	+27

Compiled by Bureau of the Census, U. S. Department of Commerce.
Editor's Note: Monthly Retail Trade Reports of the Bureau of the Census are now limited to cities and other local areas because appropriations available for the next fiscal year are not sufficient to develop and maintain valid data on a state-by-state basis.



Red Eye

Wiggle Plugs

are the newest member of *Hofschneider's* famous family of prize-winning fishing lures.

Wiggle Plugs' flashing colors can be instantly appreciated in *Hofschneider's* snug, new packages with the transparent cellophane windows. Brilliantly contrasting green-white, yellow-white, red-white and black-white color combinations are as irresistible to the fishermen as they are to the fish. And each dozen Wiggle

Plugs packs into a sturdy box with an eye-catching stand-up display built right in.

Profit-minded dealers and jobbers are stocking up on **Red Eye** Wiggle Plugs now. They're going to be in step with the parade for Wiggle Plugs in '48.



Seen *Hofschneider's* new Jobber-Dealer Catalog for 1948? It's a beauty... Send for your copy today.

Hofschneider
Corporation

856 JAY STREET • ROCHESTER 11, N. Y.

YOU ASKED FOR IT!



YOU ASKED FOR a high-quality, multi-purpose, large-volume enamel that you can sell with confidence—because a reputable manufacturer made it! You asked for an enamel they'll buy again and again!...an enamel that will give you action!

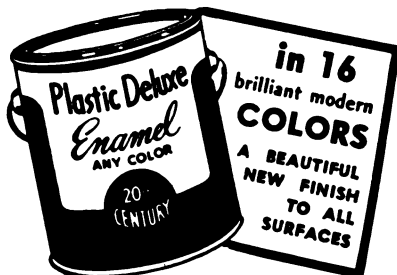
YOU ASKED FOR

**20th
CENTURY**

genuine

PLASTIC DE LUXE *Enamel*

(with alkyd liquid base)



LABORATORY TESTED

for quick-drying • high coverage
smoothness • toughness

TO HELP YOU SELL MORE 20th Century PLASTIC De LUXE Enamel... you get all the advantages of a hard-hitting national advertising campaign & other free aids.

MONEY BACK GUARANTEE OFFER

For Details, write to:

20TH CENTURY PAINT & VARNISH CO.
456 Driggs Avenue • Brooklyn 11, N. Y.

The Census Bureau said the drop was due in part to the fewer working days. November sales of \$71,243,276 nevertheless remained above the total set up in November of the preceding year.

* * *

Television and radio — Production of television, FM and standard broadcasting radio receivers broke all records in 1947, the Radio Manufacturers Association reported. Close to 17.7 million sets were produced by R.M.A. members and the association estimated that production by non-members would push the total over the 18.5 million mark. The previous high was in 1946, when 15 million sets were produced. Production of both automobile and portable radios last year was more than double that of 1946. Approximately 72 per cent of all home receivers in 1947 were table models, while radio consoles amounted to about 13 per cent. Portables accounted for the other 15 per cent.

* * *

Gains for aluminum — Nineteen forty-eight will see the use of aluminum in 10-inch-diameter pipe lines; light bulb bases; sugar cane harvesters and other agricultural equipment; home fuel oil storage tanks; a variety of automobile parts, including running boards, headlamps, fender skirts and instrument housings; and in

beer cans, food jar caps, kitchen cleanser cans and other containers. These predictions were made by D. P. Reynolds, vice-president, Reynolds Metal Co., who reports that aluminum now sells at an average of 30 per cent under its 1939 price, while other metals have shown a composite price increase of 100 per cent. Aluminum made big strides last year in the building field, particularly in heating and ventilating air ducts and siding and roofing.

* * *

Heating and plumbing equipment—With sales of \$137,396,000 reported at the end of the third quarter, and with the rate of sales continuing high, the year 1947 will be the largest ever to be recorded by the American Radiator & Standard Sanitary Corp. The increased sales have come about through increased output, made possible by improvements in operating technique and by the addition of some 20 per cent in the number of workers employed. Says the company, "If the flow of raw materials and purchased goods is not interrupted, and if our operations remain constant, we will not only be able to maintain our present rate of production, but will actually be able to increase it in 1948. In the case of raw materials, the shortage of pig iron and sheet steel is giving us great concern, and we hope the production programs that have been started in the



Suggestion for Men's Needs Window, using the complete material supplied free to all entrants of the American Safety Razor Corp's contest for all retailers cooperating in an effort to prove the value of related display and inter-related selling. This promotion is being conducted in conjunction with the coming sales of Gem Blades at 12 for 49 cents, retail. The kit supplied the dealer contains 50 printed pieces enabling the dealer to set up a window featuring razors, razor blades, shaving brushes, hair tonic, and grooming accessories, both brushless and lather shave creams, and other related items. A four-page brochure is also included giving detailed instructions for the installation of the displays. To encourage dealers to enter the \$1500 contest and participate, the company will send at no cost to the dealer a card of Gem Blades worth \$2.50 in retail value to all dealers who install the men's needs sales display and who send a snap shot or photo of the display to the sales promotion department, American Safety Razor Corp., 315 Jay St., Brooklyn 1, N. Y. The contest will close April 30, 1948.

**CUSTOM-MADE
FOR YOUR
CUSTOMERS**



TOP LINE
Automatic Electric
Water Heaters



A SIZE for every family
A STYLE for every taste
A PRICE for every purse



Now, as never before, you can offer your customers a custom-quality water heater, custom-tailored to their needs. Everything from the bountiful 52-gallon DeLuxe Model R-30-2 to the beautiful kitchen model T-30 with the gleaming and practically indestructible plastic work surface in either black or white. Every model (single element or double element, 30-gallon or 52-gallon, table-top or round) will give your customers trouble-free service, thrifty operation and the gleaming beauty of a finely engineered and expertly designed and finished product. Wattage and wiring circuit to suit you and your local power company. Send for specification sheets showing the beautiful models and the cutaway diagrams. See for yourself how the built-in Heat-Trap and the thick Fiberglas insulation will save money for your customers and build sales for you. Write for detailed information and prices today.

Address: Dept. H.

TOP LINE
TRADE-MARK HOME APPLIANCES
REG. U.S. PAT. OFF.

**TENNESSEE VALLEY
MARKETERS, INC.**

117 NINTH AVE., NO., NASHVILLE 3, TENNESSEE

Pioneers in Electrical Appliance Manufacture
in the Tennessee Valley

COUNSELOR

STREAMLINED

Scales

BEAUTY



"Correct in Every Weigh"



ACCURACY

**The Nationally Advertised
Sales Headliner**

As modern as tomorrow... waterfall type platform covered with ribbed rubber... large magnifying lens for easy reading... twin-flex springs assure highest standard of accuracy... Zerostat precision control of dial.

Advertised regularly in House Beautiful and House & Garden... see current issues. Counselor Scales are sold by leading jobbers... feature them for profit and customer satisfaction.

THE BREARLY CO., ROCKFORD, ILLINOIS
1125 BROADWAY, NEW YORK

Renting Out Floor Sanders?

Rent the Easy-to-Use SKIL* Sander

Exceptional power, compactness and handling ease have been built into this lightweight, rental type SKIL Sander. An automatic lift raises the drum at the baseboard eliminating ridges . . . paper clamping is simple . . . one wrench makes all adjustments . . . handle is adjustable to height of operator. These are just a few of the advantages that make SKIL* Sander the stand-out floor sanding machine for rental use.

SKILSAW, INC., 5033 Elston Ave., Chicago 30, Ill.
Factory Branches in Principal Cities

In Canada:
SKILTOOLS, LTD., 66 Portland St., Toronto, Ont.



*SKIL Sanders are made only by SKILSAW, INC.

STOVE BOLTS

FOR FLAT HEAD SPECIFY FS GROUP
FOR ROUND HEAD SPECIFY RS GROUP

- ELECTRO GALVANIZED
- NUTS ARE ATTACHED
- PRICES AND SIZES CLEARLY MARKED
- ALWAYS NEAT AND IN PLACE

40 SIZES
1633 PIECES
ALL IN ONE FOOT
OF SPACE!



- Each Group Consists of:
- 1-731 1/8" Assortment
1/8" & 5/32" dia. from
1/2" to 2" long
 - 1-394 3/16" Assortment
3/16" dia. from 1/2" to
3" long
 - 1-269 1/4" Assortment
1/4" dia. from 1/2" to 3"
long
 - 1-143 5/16" Assortment
5/16" dia. from 3/4" to 3"
long
 - 1-96 3/8" Assortment
3/8" dia. from 3/4" to 3"
long

Sharon Bolt and Screw Co.
Boston, Mass.

steel industry will be able to make more of these products available to us next year."

Rubber manufactures
port—Automobile tire production in 1948 will decline slightly from 1947 output, but will strip the prewar rate, rubber leaders forecast. Trade analysts predicted that rubber casings will range between 870,000-900,000 in 1948, compared with 1,110,000 in 1947. Approximately 40 per cent of the year's rubber is expected to be synthetic and the rest natural. In 1947, the industry turned out 100,000,000 casings, with 88,000,000 in 1946, but tire production will ease off while the industry devotes a greater emphasis to conveyor and other industrial belting badly needed in Europe and for domestic production. Figures of natural rubber production and shipments by the Rubber Manufacturers Association showed through November, 1947, the industry has produced 71,168,052 casings and 16,330,552 bus casings, against 60,371,664 and 415,357, respectively, in the same period in 1946. A spokesman for the Rubber Manufacturers Association said production of rubber footwear, balls, bathing caps, and other items of clothing will receive great emphasis in 1948. Reintroduction of color in footwear and clothes this year will have a strong influence on consumer buying and manufacturers said more shoes would be produced next year than in the past. Operation of government-owned synthetic plants, widely debated in Congress in December, will probably continue in government hands for a year, or maybe two years, longer. A majority of manufacturers are on record requesting this. Synthetics, as produced by the government, are sold to manufacturers at 18 1/2 cents per lb.

Mechanical rubber goods
Mechanical goods sales of the Goodyear Tire & Rubber Co. were 20 per cent higher in 1947 than in 1946, setting a new company record for peacetime output of industrial rubber products, according to H. D. Foster, manager of the mechanical goods division. While due to high construction costs, only "must" projects are being started now in building, roads, dams and other public works construction, eventually these programs will require increased production of conveyor belts and allied mechanical rubber goods. Goodyear also announced that its foamed latex product, Airfoam, has become available for domestic mattresses for the first time

since the war. The material will be marketed directly to mattress manufacturers for custom covering and inclusion in regular market lines.

* * *

High demand for silver—Demand for silver in the United States during the first part of 1948 is expected to continue at present high levels, Handy & Harman, leading American bullion dealers, say in a review of the silver market for 1947. The firm estimated that total consumption of silver by the arts and industry for 1947 reached 100 million ounces. This is only about 5 per cent under the record peacetime consumption of 105 million ounces in 1946. It was figured that about two-thirds of the total amount used during 1947 was for sterling and plated silverware, with consumption in these two lines reaching a new high. The demand for silver in jewelry declined substantially and there was also a reduction in the amount used for certain industrial purposes. There was no silver manufactured into military insignia last year.

* * *

More plastics expansion—The plastics industry expects to complete its postwar expansion program in 1948 and produce a record total of 1,500,000,000 lbs. of plastic materials. "Consumers will find 1948 a year of less work and care for households because of plastics used as finished articles, protective impregnating compounds, coatings, and component parts of scores of home devices," said George H. Clark, president, Society of the Plastics Industry. In 1947 the number of plastic products sold through retail stores increased at least 40 per cent. Among new items reaching the consumer in volume were translucent washable lamp shades, pliable bowls, treated wall coverings, luggage, a variety of synthetic materials for draperies, and a long list of other useful and decorative articles. Stating that today there are as many as 250 applications of plastics in many modern homes, Mr. Clark said the society estimates that about 500,000,000 lbs. of plastics will be used in homes in 1948. As recently as 1939, the total output of plastics materials for all uses was only 55,000,000 lbs.

* * *

Other large users—In 1948, it is expected that the automotive industry—for many years a heavy user of plastics—will consume 50,000,000 lbs.; that refrigeration manufacturers will use at least 32,000,000 lbs., and radios 12,000,000. The aviation industry is counted on for at least 15,000,000 lbs. Besides that, a large percentage will be used for toys, plastic bonding of ply-

SAMSON SOLID BRAIDED COTTON CORD



REG. U. S. PAT. OFF.



AT
HOME

Hanging windows, clothes line, halters, dog leashes, dumb-waiter rope, tying trunks, well rope, on overhead garage doors, on porch and house shades, garden line, ad infinitum.



ABROAD

Tying canoe on car roof, anchoring bundles on fenders, tying Christmas tree on the bumper, holding secure the load in the trailer, tent rope, boat mooring, motor starting rope, duffie bag cord, etc.



IN
INDUSTRY

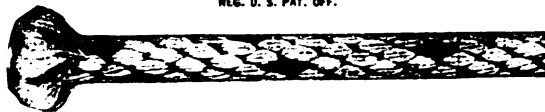
Counterbalancing fire doors, bell or whistle rope, shade cord, ventilator cord, elevator gate cord, in many manufactured items.

Originally made for hanging windows and commonly called "sash cord," a use in which it dominates, Samson Solid Braided Cotton Cord has come to be used for so many purposes that it is indispensable for any home, farm, camp, store, or factory. It is firm and smooth, with little stretch and lots of wear, does not kink or ravel, is easy on the hands, and ties and unties readily. Wherever a smooth, tough, durable cord is needed, Samson Cord fills the bill.

Carry more sizes in stock — sell more braided cord — sell SAMSON cord.

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SAMSON SOLID BRAIDED COTTON CORDS

All sizes from $\frac{1}{16}$ inch to 1 inch diameter. Special kinds for special uses. Send for catalog and samples.

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EVERY TYPE
EVERY MATERIAL
EVERY PURPOSE
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WASHERS
SINCE 1887

WROUGHT WASHER MANUFACTURING CO.

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wood and in combination with other materials for a variety of uses. Prices at the material level, industry sources said, have held close to those in effect in 1942 or are lower, hence any increase in finished plastic goods prices must be attributed to labor and machinery costs. A Bakelite spokesman said that company, because of greatly increased output, was able to reduce prices of polyethylene resins twice in the last year. Current prices of both Bakelite and du Pont polyethylene are said to be 60 per cent below the 1942 level.

• • •

Lumber—H. P. Mason, president, National Association of Retail Lumbermen, said in a recent interview, that "dealers hate the present high prices and think they are coming down." But he added: "The still tremendous demand keeps lumber dealers buying for short-term inventory, but they are increasingly cautious." One thing that makes the lumber retailer worry about a high-cost stimulated sag in building, with an accompanying slump in prices, is the present sky-high level of lumber prices. Since 1939 the average of all wholesale prices has risen about 120 per cent. Lumber prices have advanced more than 215 per cent. Lumbermen admit this time last year many of them were saying "either building material prices must come down or houses on a mass basis won't go up." But 850,000 new homes were started in 1947. Building sagged in the first half of last year, but in the latter six months construction snapped back. And lumber prices are now 54 per cent above a year ago. Last year's 850,000 homes started compared with 650,000 started in 1946. The Commerce Department has predicted 950,000 new starts for 1948. Now, however, tightening credit, say the lumbermen, is a factor not present this time a year ago. Top officials say credit tightening is definitely on the rise, and has been especially noticeable in the past two months. Declared one: "The trend is so recent the trade generally is not yet fully aware of it. But, whether they've all found it out or not the banks are becoming more selective." The construction field, accounting for the bulk of lumber consumption, is expected to use 2.2 billion more board feet of lumber in framing, flooring and millwork in 1948 than in 1947, according to the U. S. Commerce Department.

• • •


Price indexes react slightly —The wholesale commodity index of the Bureau of Labor Statistics declined 0.7 per cent in the week ended Jan. 24. It was the first decline in the index in 12 weeks. Generally lower prices for foods and farm products were mainly

INSURE PROFITS!

SELL National

GARAGE TOOLS

"Tough Tools for Tough Jobs"



No. U-162 TUBE FLARING TOOL WITH COMPRESSOR

A completely new flaring die and compressor attachment, designed to do the job neatly and completely without the removal of tubing from equipment. The hinged die permits rapid application even in the most inconvenient places. This new device allows increased tube capacity up to 3/8" and has an expansion allowing it to be clamped in vise for work-bench operation. Bright cadmium finish.



No. U-429 COPPER TUBE CUTTER AND REAMER

An unusually light, compact tubing cutter which fits neatly in the palm of the hand. Easily adjusted this tool can be turned with one finger, cutting the tube with a minimum of time and effort. The hardened cutting wheel is replaceable.

Tools made by NATIONAL are designed and engineered by men who know special tools for special jobs. NATIONAL tools are not "theoretical fancies" from drawing boards . . . they are "practical and rugged"—guaranteed to do the job for which they were created. They sell, too—and profitably, even though they're surprisingly low priced. The items displayed are only two of the many fine tools that carry the NATIONAL name . . . For further information write, wire or phone

National Machine & Tool Co., Inc.
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Profit by Experience and Steady Demand

Experience is the best teacher. That's why—when it comes to gun cleaning—experienced shooters use and experienced dealers sell

**HOPPE'S No. 9 SOLVENT
HOPPE'S GUN CLEANING PATCHES
HOPPE'S LUBRICATING OIL
HOPPE'S GUN GREASE — AND
HOPPE'S GUN CLEANING PACKS**

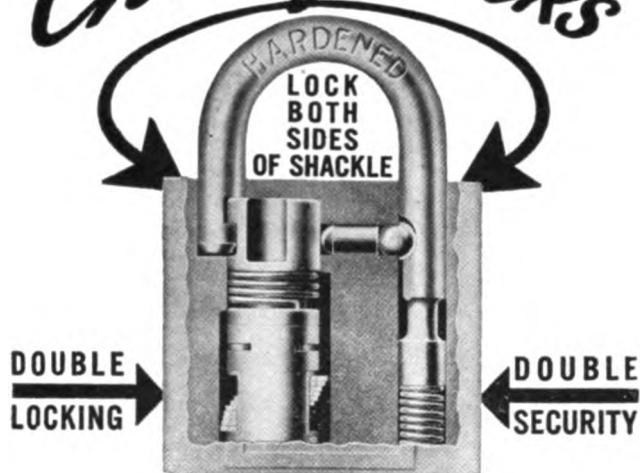
and that's why every Jobber handles and sells the specifically demanded and Nationally advertised Hoppe Line. Ask YOUR Jobber—he can supply you.

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"Chicago" Locks

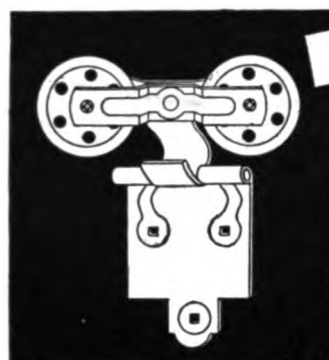


Dealers — Don't Miss the Extra Sales advantages—the "Double Locking" CHICAGO LOCKS give you . . . assure more sales, Good Will, Repeats . . . Investigate. Ask your Jobber.

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HERE ARE CLOSE-UPS OF OUR "STARS" POPULAR GARAGE AND BARN DOOR HARDWARE

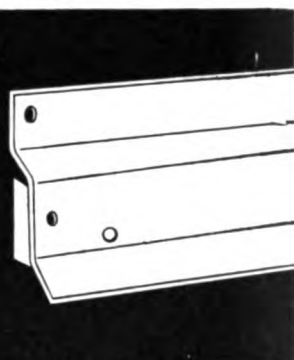


No. 1 "GLIDE" HANGER

Applied to *inside* of door . . . out of the weather . . . takes any thickness of door. You can't derail "Glide" Hangers. Have great strength because door is carried directly under center of Track. Smooth operating because of large wheels, roller bearing-equipped. For doors weighing up to 750 lbs.

"GLIDE" TRACK No. 111

Track and cover in one piece . . . the original "water-shed" type. A patented telescope joint gives smooth continuous tread. Lag screws at 1 ft. intervals, hold Track securely to the building, *without brackets*. Top of door protected. For use with "Glide" No. 1 and No. 2 Hangers.



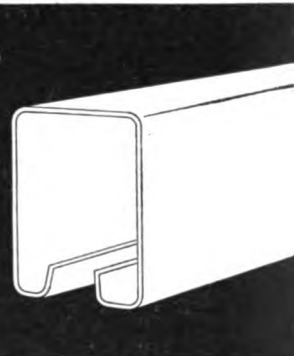
No. 61 TROLLEY HANGER



For doors weighing up to 350 pounds and from 1 3/4" to 2 1/2" thick, Trolley Door Hanger No. 61 is tops. Set No. 62 includes pair of No. 61 Trolley Hangers, three track brackets, two end caps, and necessary bolts. Hanger has vertical and lateral adjustments, flexible joint allowing door to swing out.

TROLLEY TRACK No. 110

Trolley Track No. 110 is used with Hangers No. 61 and No. 62 Frantz Trolley Hangers. Any similar hanger may also be used with this track. For all average-weight barn and garage doors (doors weighing up to 350 lbs.). Made of 16-gauge steel, it comes in lengths of 6, 8, and 10 feet.



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GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

The Best Are BETTER BRAND mouse and rat TRAPS



- METAL OR WOOD TRIGGER
- FOUR-WAY ACTION
- OIL TEMPERED SPRINGS

McGILL METAL PRODUCTS CO.
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A STEADY SELLER

Plasgon

THE PLASTIC
PIPE JOINT
CEMENT



TRY A FREE
TUBE AND
YOU'LL SEE WHY

When your customers want a superior pipe joint cement for pipes that must not leak, you can recommend Plasgon...

Because Plasgon forms a tight, permanent seal between any surfaces. Remains flexible... will not dry out and crack. Proof against oil, steam, gasoline and other common solvents. Withstands heat up to 360° Fahrenheit and considerable pressures.

Write Today for your free tube of Plasgon and try it yourself. Plasgon is also ideal as an adhesive. It will join both porous and non-porous surfaces so as to withstand a shearing stress of over 200 pounds per square inch!

Samuel Cabot, Inc.
2314 Oliver Bldg., Boston 9, Mass.

responsible for the decline. The index now stands at 164.4 per cent of the 1926 average as 100. It was 0.9 per cent above a month ago and 17.2 per cent higher than this time last year.

Engineering construction gains—Civil engineering construction volume in the U. S. totaled \$118,949,000 for the week ended Jan. 22, according to *Engineering News-Record*. This is 43 per cent over the previous week and 61 per cent over the same week last year. Private construction for the week rose 111 per cent over the previous week and 35 per cent over the same 1947 week. Public construction gained a fraction over the week before, but was 115 per cent over the same week last year. Total engineering construction for the first four weeks of 1948 reached about 2 per cent above the total for the same period of 1947.

Co-ordinating building materials sizes—"More than 600 manufacturers of building materials are turning out their materials in coordinated sizes, says D. S. Miller, president, Producers' Council. The Council, composed of building products manufacturers, is promoting these so-called 'modular' sizes to cut building costs. Modular materials now are available from 65 brick and tile producers, 487 concerns making concrete masonry units, 23 producers of wood windows, 25 companies manufacturing steel windows, 2 glass block producers and 3 concerns which manufacture special window products," he said. A committee of the American Standards Association is studying similar standards for other products in the building industry.

Farm machinery to remain short—The probability that from 20 per cent to 30 per cent of all farm equipment production will be earmarked for export as part of the European Recovery Program is one factor that will keep farm equipment in short supply throughout 1948. This was predicted by J. W. Frazer, chairman of Graham-Paige Motors Corp. Other factors making for a shortage are materials shortages and a high domestic demand. Mr. Frazer said it is estimated that 25 per cent of all American farm equipment is obsolete, presenting a potential demand that the industry could not satisfy in a single year, even if it were free of all other complicating factors.

Shortages hamper production—During the latter part of January oil shortages worried countless home owners, while the gas shortages crippled

Safety
REG. U.S. PAT. OFF.

BELT LACER

The all purpose belt lacing with the patented steel binder bars, that: (1) hold hooks permanently in alignment, (2) lap over and protect belt ends, prevent fraying and add to belt life.

Safety Belt Lacing can be applied by any standard lacing machine vise lacer or put on with a hammer if you have an inexpensive Safety TU-WAY Hammer or Vise Lacer.

SAFETY BENCH LACER

Applies all standard make belt lacing. Thickness adjustment assures "perfect" lacing.



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CARLOAD QUANTITIES OF
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BEFORE WEAVING**

POULTRY NETTING

1" MESH—20 Ga.

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12" to 72" Widths

POULTRY and RABBIT FENCING
48", 60" & 72" Widths

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Sheps Homogenized Neatsfoot Oils

Processed from the foot bones of the finest healthy beef animals slaughtered in the Omaha packing houses, then cooked and filtered and homogenized to make Sheps Neatsfoot Oils more uniform, smooth and penetrating.



SOFTENS PRESERVES WEATHERPROOFS STRENGTHENS

... the fibers in all fine tanned leather
MADE IN 3 GRADES
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SHEPS NEATSFOOT OILS
Best for Leather in All Kinds of Weather
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Contains Mutton Tallow
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ROY W. SHEPARD, "SHEP"

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WATERPROOF GARMENTS

No. 132
NYLON NEOPRENE FISHING SHIRT
The finest fishing shirt of its type anywhere at any price. Meets every demand of fishermen who want a truly excellent lightweight waterproof shirt. Made entirely from an exclusive Hodgman fabric with Neoprene Perbunan Type Coating. Special features include slash side openings, special collar which folds into a parka hood, 9" zipper front and elastic at wrists.



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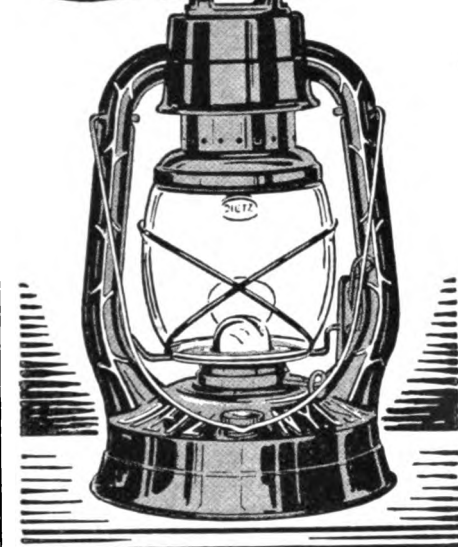
industrial production in midwest and eastern areas. At this writing, new cold spells threaten further industrial shutdowns in the east and midwest. Additional plant shutdowns because of fuel shortages, occurred at the month-end in Indiana, Pennsylvania and Illinois. More than 250,000 workers throughout the nation, including 200,000 in Detroit, were idle because of fuel shortages. The petroleum industry put into effect an emergency 60-day program to allocate supplies and increase fuel oil production. The program was approved on a temporary basis by the Justice Department. Attorney General Clark ruled that oil producers and dealers would be allowed to allocate supplies during the fuel shortage without violating anti-trust laws. He emphasized the fact that there must be no price-fixing, however.

More about that "H.C.L." — Retail prices of goods and services purchased by moderate-income families in large cities rose 1.3 per cent from mid-November to mid-December. This placed the B.L.S. Consumers Price Index (which measures these prices) at a new peak of 167.0 per cent of the 1935-39 "par." The index is now 8.9 per cent above the like month a year ago, 25.3 per cent over (O.P.A.) June, 1946, and 69.4 per cent above (pre-war) August, 1939.

Better box-car movement— The rail transport bottleneck is loosening; the nation's commerce is flowing more freely. So far in 1948 shippers have been seeking about 4700 more freight cars than the railroads could give them each day. That figure signifies real relief. Last October, at the post-harvest peak, the car shortage was 40,000 per day. Of course this is now the slack shipping season, but in January of last year the daily gap between supply and demand was 16,000 cars, according to the Association of American Railroads. They call the change since then a "substantial improvement." Many customers of the railways agree. They say cars are not so hard to get and they're moving faster after loading. The situation isn't perfect, but it's a lot easier. There are two good reasons for the improvement: The roads are at last getting a sizable stream of new cars. Old ones are being used far more efficiently.

More farms debt-free— Less than 30 per cent of the nation's 5,859,169 farms now have a mortgage on them, a decline of nearly 30 per cent since 1940. Farm mortgage debt, says

BE BRIGHT!



Stock DIETZ

R. E. DIETZ COMPANY

EST. **NEW YORK** 1840

OUTPUT DISTRIBUTED THROUGH THE JOBBING TRADE EXCLUSIVELY

BE SURE OF SALES AND PROFIT WITH

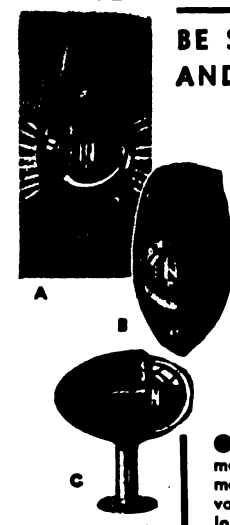
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THE ONLY

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Advertised Nationally

EVERY MONTH OF THE YEAR



- (A) BEACONLITE Illuminated Automobile Compass. List Price \$5.95
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● Millions of America's motorists read of Hull Automobile Compass driving advantages every month, in a long list of national magazines including THE SATURDAY EVENING POST, HOLIDAY, ESQUIRE, POPULAR MECHANICS, SPORTS AFIELD and others. Only Hull is so aggressively advertised. Only Hull can offer the ready sales that result.

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INCREASE YOUR STORE TRAFFIC

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19c to 79c PLANTED CACTUS GARDENS

- Double Mark-Up
- Shipped Direct from Texas
- Require Almost No Water
- No Perishability Hazard
- Average Height 3 inches



FREE!

Our special price is for regular assortment of 85 pieces. Order promptly and get 6 NEW EASTER BUNNY GARDENS at no extra cost.

(All items also available as open stock. Itemized invoice accompanies each shipment for pricing purposes.)



Special Spring Assortment

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| 6 Cats | 8 Gardens with Figure |
| 6 Donkeys | 6 Mesa Indian Bowls |
| 6 Logs | 6 Miniature Gardens |
| 6 Horses | 7 Strawberry Jars |
| 6 Mexican Pigs | 12 Gardens (6 each of 2 kinds) |
| 10 Fruit & Vegetable Subjects (2 each of 5 items) | 6 Pineapples |

8 NEW EASTER BUNNY GARDENS included without charge. You'll re-order these for Easter!

91 PIECES . . . ONLY \$19.95

(Retail value over \$40.00)

GEORGE KOCH SONS, Inc.
EVANSVILLE, INDIANA

the Bureau of Agricultural Economics, is less than half of the peak debt reached in 1923. Midwestern farmers led all areas of the country in freeing their land since 1940. High prices for cotton, tobacco and peanuts played a part in the south's leading position in debt-free farms. Farm mortgage debt in 1947 equalled only 8.2 per cent of the value of all farms compared with 19.6 per cent in 1940.

* * *

Retail sales—Sales for all types of independent retail merchants, in the United States, averaged 9 per cent more in December, 1947, than in December, 1946, according to preliminary data released by Director J. C. Capt, Bureau of the Census, Department of Commerce. Compared with sales of November, 1947, sales showed an advance of 21 per cent. These data were based upon reports from 15,397 retailers in various types of business in the United States. Sales in December, 1947, for hardware stores averaged an increase of 13 per cent over the same month in 1946.

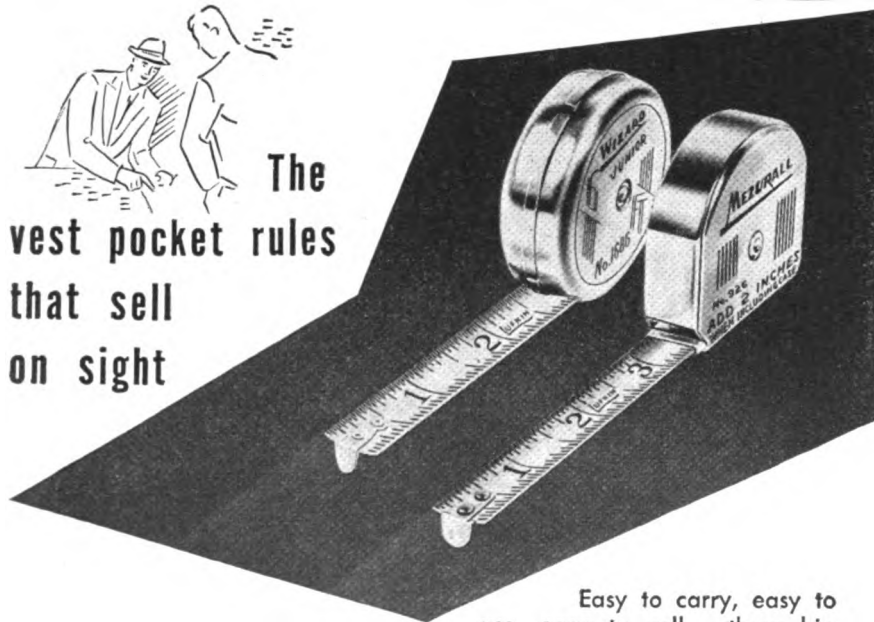
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Store sales continue gains—Department store sales in the week ending Jan. 24 were 3 per cent (in dollar value) above the like 1947 week, the Federal Reserve Board reported. In the preceding week, the betterment was 5 per cent. The Commerce Department says that December sales by retail stores increased both in physical and dollar volume over sales in Dec., 1946. Sales of \$12.5 billion in December were 16 per cent over the 1946 month. Despite higher prices, accounting for the major increase in dollar volume, there was a slight increase in the physical volume. Dollar sales of durable goods were up 25 per cent in the year-to-year comparison, while those of non-durables rose about 14 per cent. Sales of durable goods continued higher in December in all groups with the exception of home furnishings, where the level was down slightly, chiefly due to a drop in furniture sales.

* * *

Car production rising—Motor vehicle sales at U. S. factories in 1947 totaled 4,796,399 units, compared with 3,089,550 in 1946, according to the Automobile Manufacturers Association. However, the 1947 output had been topped twice before. In 1937, 4,808,974 units were sold and in 1929 the all-time record of 5,358,420 units was established. More than 2 million more passenger cars and 900,000 more trucks were registered in 1947 than in 1946, according to R. L. Polk & Co. As of July 1, 1947, 27,521,395 passenger cars

The
vest pocket rules
that sell
on sight



Easy to carry, easy to use, easy to sell — three big reasons you should keep the Lufkin "Mezurall" and "Wizard Junior" in plain view on your counters.

LUFKIN Tape Rules

plated blades, prominent markings—easy to read. Smooth, easy operating. Satisfied customers mean repeat business—sell Lufkin for sure satisfaction. THE LUFKIN RULE CO., SAGINAW, MICH., New York City.



F O R A C C U R A C Y

and 5,932,381 trucks were licensed, both figures representing new record highs. In addition, there are vehicles owned by government units and other classifications which are not licensed but which would add several hundred thousand more to the total.

...

November gas sales—Sales of gas utilities to ultimate consumers in Nov., 1947, totaled 2,388,005,000 therms, an increase of 2.7 per cent over the comparable month in 1946, the American Gas Association reports. For the 12 months ending Nov. 30, 1947, total sales of gas amounted to 28,854,835,000 therms, a gain of 10.6 per cent over a year earlier. The Association's index of total gas sales on Nov. 30, 1947, stood at 182.8 per cent of the 1935-1939 average. Manufactured gas sales registered the greatest gain in November, advancing 7.8 per cent over the previous year to total 189,777,000 therms. Natural gas sales in the month were up 2.1 per cent to 2,088,959,000 therms while mixed gas sales advanced 5.0 per cent, aggregating 109,269,000 therms in Nov. 1947.

...

Over-production drops prices—American yields of fruits and vegetables are running far over pre-war levels. Last year fresh fruit output was 12 million tons, 40 per cent above the average for the previous 10 years, and fresh vegetable harvests totaled 9 million tons, 15 per cent above the 10-year average. When this big supply ran into housewife price opposition last year, prices began dropping. In some cases farmers now are getting less for their crops than it costs to grow them. For example, in California, which produces about 42 per cent of the nation's fresh fruit tonnage, growers of table grapes last year averaged less than half 1946 prices for their crops. Bartlett pears fell to \$74.40 a ton from \$96.20. Apricots and cherries, too, were down. Wholesale prices of dates have been cut in half during the last year. Oranges are now selling below prewar prices. Apples, in the heart of the Pacific northwest apple belt, have fallen \$2 a box at retail in the last month or so, and at present prices they are said to be selling at least 50 cents below the growing cost. The marketing of fresh produce is more and more in competition with the frozen foods, and the canned goods industries, which are growing steadily. Hardware stores, by their encouragement of home canning, can have a large influence in the lessening of wasteful shipments to distant or glutted markets.



When you're faced with shortages, need equipment parts, or must ship finished products to meet contract dates — use the speed and handiness of Air Express and your worries are over. Air Express is the fastest possible way to ship or receive; cuts days off shipping time.

Air Express goes on all flights of the Scheduled Airlines — with air speeds up to 5 miles a minute. Special door-to-door service (no extra cost!) speeds up your shipments still more. Use the speed of Air Express regularly. Rates are surprisingly low.

Specify Air Express—World's Fastest Shipping Service

- Low rates — special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

True case history: Machine parts made in Camden were needed in Chicago. 32-lb. package picked up 11 A.M. the 28th, delivered 5 P.M. same day. 669 miles, Air Express charge only \$6.88. Gave days more time to complete the job. Other weights, any distance, similarly inexpensive and *fast*. Just phone your local Air Express Division, Railway Express Agency, for fast shipping action.



SCHEDULED AIRLINES OF THE U.S.

QUICKER SALES GREATER PROFITS

Get these attractively packaged items in your stock. Easy to display, easy to sell, they're fast-moving . . . needed in every home.



Spearhead boiler plug — Repair plug for hot water galvanized boilers. Suggested Retail Price each **35¢**

Bibb seat dresser unit with 3 fine steel cutters, redresses seats of faucets. Suggested Retail Price each **\$2.75**



Tite-Set pipe joint compound for sealing pipe, fittings, pipe. Suggested Retail Price each **12¢**



Fit-All tank ball—Flush Ball for toilet tank. Suggested Retail Price each **50¢**



China handles for faucets. Suggested Retail Price each **40¢**



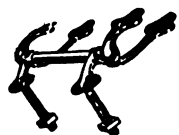
Brass C.P. basket strainer—1½" Lavatory basins or 1½" small kitchen sink strainers. Suggested Retail Price each **25¢**



Closet tank supply—Water supply pipe for toilet tank to floor. Suggested Retail Price each **\$1.35**



Slip nut—polished chromium or satin finish nickel — Coupling for traps 1¼"—1½" iron pipe. Suggested Retail Price each C.P. **40¢**
each S.F. **30¢**



Toilet seat hinge—chromium plated packed one per box with nuts, washers & screws—ready to put on toilet seat. Suggested Retail Price each .. **\$1.35**

Don't lose out on the quick profits to be made on plumbing specialties. Cash in on these money making items. Ask your jobber about our complete line or if he can't supply you write direct to the factory.

SPEARHEAD

Boiler Plug & Specialty Co.
706 Woodland Ave.
Cleveland 15, Ohio

A fifteen billion high — The year 1947 broke all records for construction spending says the Bureau of Labor Statistics. It estimated total building expenditures in the 12 months at nearly \$15 billion. The bureau forecast that 1948 will exceed even that mark by some \$200 billion. The dollar value of construction work in 1947, including minor building repairs, was 28 per cent higher than in 1946, and nosed out 1942 expenditures (the previous record) by 6 per cent. Last year, the Bureau reported, highs were recorded for new construction, privately financed work as a whole, privately financed housing, and federally financed conservation and development work. "It is estimated that private builders will start 950,000 new permanent dwellings in 1948. This figure tops the 1925 peak of 937,000 units, and exceeds the expected 1947 private total by nearly 100,000 units," the B.L.S. said. It added: "Expenditures for industrial building in 1948, while not up to the 1946 or 1947 dollar volume, are expected to hold at far higher levels than in any previous peacetime year, with a continuing important expansion in the various basic steel, paper and chemicals."

Radio-television outlook—By the end of 1948, at least 28 and perhaps as many as 36 additional cities, from Miami to Seattle, will have television broadcasting services in their marketing areas, according to F. M. Folsom, Radio Corp. of America, vice-president. Mr. Folsom believes that by the latter part of this year about 51 million people, or about 13 million families, will have television service available. In the FM field, more than 360 stations are now on the air, and by the end of this year the country can expect to have about 900 FM stations in operation. "This expansion can be translated into sales opportunities," Mr. Folsom commented. There is at the present time an "abundance" of practically all types of radio-phonograph combinations.

A good year for "Harvester"—Regardless of the fact that the year's "results were adversely affected by a prolonged strike and serious material shortages," output, sales and earnings of International Harvester Co. in the 1947 fiscal year were the largest in the farm equipment firm's history. Sales rose from \$482,327,755 in 1946 to \$741,251,816 last year. This, said President John McCaffery, was largely because "the backlog demand of customers for

(Continued on page 264)

PRESENTING LATEST IN HAND SAW

Model
160



The BRADFORD Metalmaster WOOD-SAW

EASE of operation has been engineered into new Bradford Metalmaster Wood-Saws. All craftsmen will immediately appreciate the fine balance and light weight—compact streamlined design—handling ease of these precision made power tools.

Here is sales appeal as powerful as the saw itself. Your customers can feel the difference in design that makes the Bradford Wood-Saw easy, comfortable to operate. Constructed with machine tool precision, Bradford Wood-Saws are built to last—and they're priced right.

Start your power saw profits today—sell the new Bradford Metalmaster Wood-Saw. Distributed through leading wholesalers. Write now for complete information and new descriptive bulletin.

**THE BRADFORD MACHINERY
TOOL COMPANY**
661 EVANS STREET CINCINNATI, OHIO
Precision Since 1840

PROFITS

INCREASE
PROFITS
by
\$1000.00
A MONTH

STIMULATE
STORE
TRAFFIC

with the
**MODERN
LAWN MOWER
SHARPENER**

Portable, Stationary
or Combination
Models

FOR the first time in history, you can sharpen any reel type lawn mower from a 5-inch edger to a 36-inch power mower in from ten to twenty minutes. Dismantling is unnecessary. Handle, wheels, roller and motor remain in place when sharpening even the most complicated mower. The Modern Lawn Mower Sharpener eliminates all hand filing. It precision grinds to extreme ends of both left or right twist reel blades. Bottom knife is held in same brackets for sharpening. No extra attachments required for grinding. Hand, power, gang or fairway units sharpened equally fast... equally easy for greater profits. Use the amazing features of the Modern Lawn Mower Sharpener to increase your profits... with proper promotion you can net an extra \$1000.00 per month. Use the Sharpening service to stimulate trade... every sharpener customer is a prospect for other sales. Price \$241.50 (less motor). **IMMEDIATE DELIVERY.**

SEND FOR FREE BULLETIN NO. 27A

modern

MANUFACTURING COMPANY

160 N. Fair Oaks Ave. • Pasadena 1, Calif.

FEBRUARY 12, 1948

Marathon Lines

PULL IN THE

PROFIT!



Marathon

BAIT CASTING LINES
with plastic utility box...

These NYLON and SILK lines are available in all standard tests... outstanding quality makes them self-sellers... discriminating fishermen demand Marathon. Transparent utility box is ideal for baits, lures, accessories.



Marathon

**LEVEL AND DOUBLE-
TAPERED FLY LINES...**

In NYLON and SILK (all sizes and tests)... carefully handmade by our expert craftsmen and the favorite of discriminating fishermen everywhere. These are repeat sellers. Attractively packaged for quick sales in circular box.

Nationally Advertised — Distributed thru Jobbers

marathon

LINE COMPANY
HOMER, NEW YORK





**In 42 Versatile Sizes—
ROYAL Corrugated
fasteners mean
ROYAL profits
with fast turnover...**

Wood joining is a cinch with ROYAL corrugated fasteners... a boon to woodworkers, craftsmen, and yes — even the handy housewife! Sales are brisker with ROYAL, the joint fastener with many uses, many friends.

NEW! CONVENIENT!



Descriptive

SELF-SELLING COUNTER DISPLAY!

**10 boxes—packed 50 or 100
per box**

Handsome sales-catching red, blue, and white display makes selling smoother!



**POPULAR "ROYAL" DIVERGENT
CORRUGATIONS, SAW STYLE, DRIVE
ACROSS OR WITH GRAIN. AVAIL-
ABLE IN TEMPERED COLD ROLLED
STEEL, GALVANIZED AND SOLID
BRASS.**

**Inches in depth: $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ",
 $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ ", 1"**

**No. of corrugations:
2, 3, 4, 5, 6, 7, etc.**

**In Bulk: In kegs of 50 or 100 lbs.,
also cartons of 500 or 1000.**

**If Your Jobber Does Not Carry
the Royal Fastener,
Write Us Direct!**



reg. U.S. pat. off.

42 SIZES—SPECIAL SIZES TO ORDER

DEPENDENT METAL STRAP CO.,

Established 1907

230 THIRD STREET

BROOKLYN 15, N. Y.

HA 28

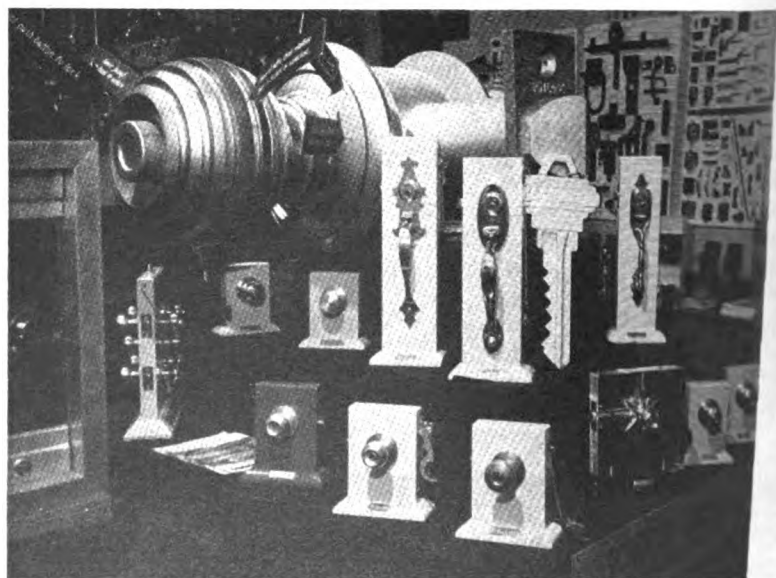
(See story on page 261)



This sweeping view showed the Stanley Works lines on panels.



Everything from cabinet hardware to expensive residence and other exterior lines was in this section. Corbin lines predominated here.



One of the features of the Schlage display was this giant model in wood of one of its locks. Many actual size products also were shown.

Big Display Used by Hardware-Lumber Firm At Arizona's State Fair

BUILDERS' hardware items and lines were given considerable prominence, last fall, at the Arizona State Fair, in the extensive exhibit of Foxworth-McCalla Lumber Co., Phoenix, Ariz., a division of Foxworth-Galbraith Lumber Co., operating a number of hardware stores and lumber yards in Arizona and Texas. Lines of 20 different manufacturers were shown in this comprehensive exhibit, sections of which are illustrated herewith.

Radio broadcasts by H. V. Kaltenborn, news commentator, and sponsored by the company over radio station *KTAR* of Phoenix, attracted attention to the exhibit during the Fair. Products displayed included those of The Stanley Works; P. & F. Corbin division; Corbin Cabinet Lock Co.; Schlage Lock Co.; Peabody-Acker, Inc.; Safe Padlock & Hardware Co.; Milwaukee Stamping Co., and Daniel C. Hay Mfg. Co.

(Illustrations on page 260)

Business Formed From Plastic Bubbles

ORIGINATING in a small shop making household items of Army surplus plastic from the bubbles on Army bombers, Keith Vining is now a partner in a \$50,000 firm, Practical Plastics, Inc., Daytona Beach, Fla. The company makes various household items as well as an all plexi-glass fishing tackle box, which is the major product. The box is transparent, salt water-proof, weather-proof and seamless. The company at present has 100 outlets for its product in Florida.

Mr. Vining started a small wood-working and plastic shop in 1944. He invented a plastic clothespin which met with such success that he gave up woodwork. He then developed his own methods of manufacturing and produced household accessories from aluminum discs which were built from his patterns. In 1945 expansion of business caused him to incorporate. Richmond Walker, who had spent 20 years in the wool business in Boston, joined the business and formed with Mr. Vining a company called Gadget Guild, Inc., for operating Practical Plastics. Now, after acquiring real estate from Practical Plastics, they are erecting two more quonset buildings for warehouses.

FEBRUARY 12, 1948

DON'T TAKE CHANCES

WITH YOUR GARDEN TRADE

Generous profits from **loyal trade** are yours, when you feature the **HAMMOND Safe Line of Insecticides and Fungicides**. Known to Gardeners everywhere as **safe and sure**.



SLUG SHOT—famous original 3-way plant treatment. For 73 years a national favorite for controlling chewing and sucking insects and fungous diseases.

GRAPE AND ROSE DUST—prevents mildew and black-spot.

KIX—all-purpose rose, flower and vegetable spray.

COPPER SOLUTION—for fungous diseases.

DOG SKAT—easy-to-use animal repellent.

WEED KILLER—kills all weeds, grasses, etc.

NO-CROW—crow and bird repellent.

ANT GAS—kills ants in their homes.

STABILIZED (ROTENONE) "75" DUST—controls all insects on vegetables—for gardens, etc. "Rotenone at Its Best."

EGG PRESERVATIVE—for preserving eggs.

HORICUM—lime sulphur solution for dormant spray.

STOCK FULL LINE—Don't disappoint your customers. Professional and amateur growers everywhere demand and use this best known line. Dealer Aids and Electro Sheet upon request. Steady Repeat Sales. Send for latest Catalog and Price List. Also Point-of-Sale Helps desired. Write today.

Protect your customers with this hall-mark of **SAFETY and QUALITY**

HAMMOND'S



Reg. U. S. Pat. Off.

HAMMOND PAINT & CHEMICAL CO.

412-8 Ferry Street

Beacon, New York

Here it is...

A FLAT TORCH

Priced to Sell!

It's here at last—a flat torch good enough for ever-dependable performance and priced low enough to prove a sensational seller! Dealers are loud in its praise as an outstanding profit item!

Designed for hard-to-get-at places and for space-saving storage in tool-kit, tractor or truck, the Wall Flat Torch is bound to become a most popular torch with trade and customer alike!

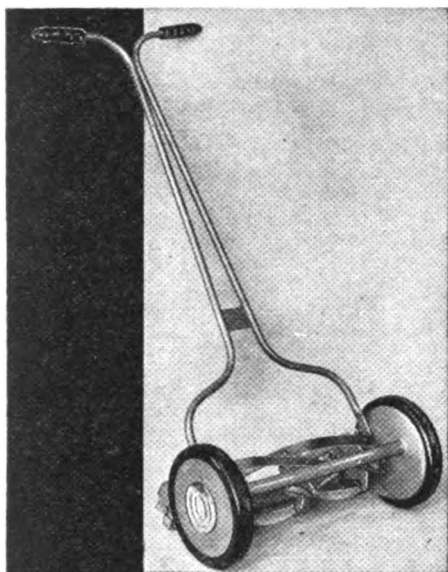


Get the facts—mail coupon below

P. WALL MFG. SUPPLY CO., GROVE CITY, PA.

P. Wall Mfg. Supply Co., Grove City, Pa. HA-3
 Please ☐ send literature and prices on your Flat Torch
☐ send catalog of your complete line
 Company
 Address
 Attention of

21% greater cutting action



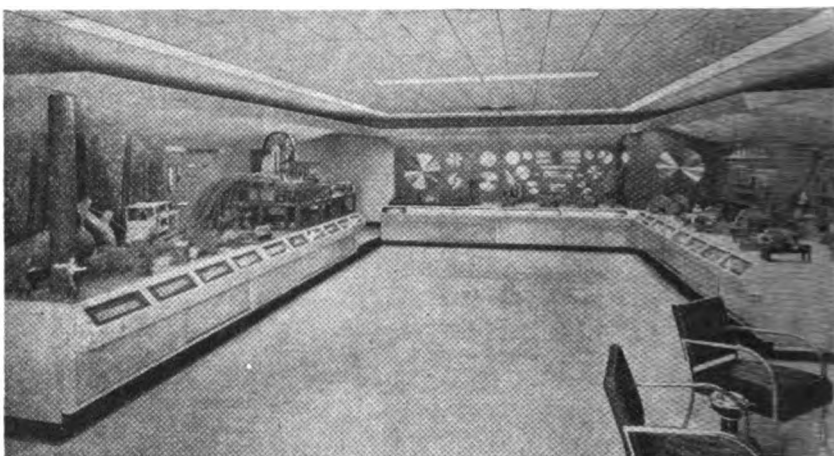
EVERSHARP MODEL NO. 30

**the faster, easier action of EVERSHARP
Mowers makes sales easier, too!**

- 110° Hellix... 21% above average, means two instead of one blade at cutting surface... for greater action... also extra resistance and Protection is added to lower cutter bar to withstand shock of impact with foreign objects.
- Built to last. Full 16" cutting-width 5-blades, self-sharpening.
- Self-aligning ball bearings, with take-up adjustment.
- Double-pawl clutch: positive, smooth action.
- Crucible steel cutting blades and lower cutting bar, precision ground for perfect alignment, also double set screws for micromatic cutting adjustment.
- Hi-Lo adjustment. $\frac{1}{8}$ " to $1\frac{1}{2}$ " for light or heavy lawns.
- Ribbed rubber tires and moulded rubber gripped handle.
- Stained hardwood roller or ribbed rubber roller with hardwood core (optional).
- Snap-on handle of rigid tubular steel.
- Baked enamel finish, attractive colors.
- Balanced weight: 84 lbs. 2 models: Model No. 30, cast side frame. Model No. 20-E, all steel. Both with heavy gauge pressed steel shock-resisting wheels.
- Guaranteed one year. Compare Eversharp specifications. Available through your jobber. Write us for information.

Designed and manufactured by
MIDWEST MOWER CORPORATION
3132 Locust Street, St. Louis 3, Mo.

Eversharp
LAWN MOWER
America's fastest growing favorite!



Section of the five acres of straight line production in operation, which is reproduced in miniature.

Simonds' "Little Red Schoolhouse"

THE Simonds Saw & Steel Co., Fitchburg, Mass., has constructed, in the corner of its controlled conditions plant, a "Little Red Schoolhouse," as a means of illustrating the machines employing its products and of giving its own salesmen and the distributors' salesmen a thorough working knowledge of the advantages and potentialities of the entire Simonds line of wood and metal cutting products. The "Schoolhouse" contains a complete reproduction of the company's five acres of straight-line production in operation and is scaled down accurately.

Starting at the left, are two woodsmen, 12 in. tall, using a cross-cut saw to fall a tree. There are many model machines built to demonstrate how each Simonds product is used, yet not detailed to the point of being complicated. Mounted on the backboards of cabinets are actual, full-sized products of the type used on the miniature machines which are before them.

Logs are shown being snaked out by a logging arch and towed by

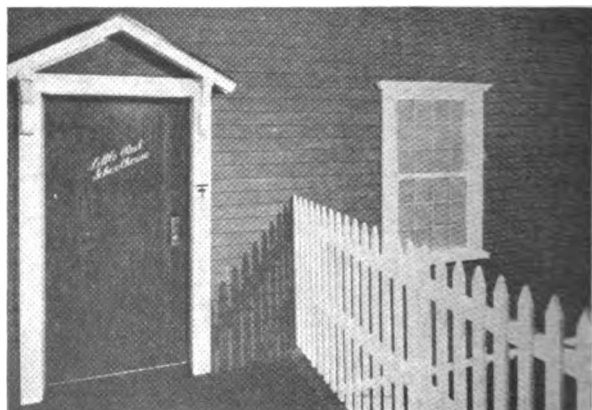
a tractor. Next comes a log pond with the log chute leading to the mill entrance and the head band saw rig, where the log sawing is begun. Behind the band mill are the edger, trimmer and alasher saw operations. In front of these, as in all the operations, are lighted descriptive panels serving as a guide for the visitor. Explanations are numbered to correspond with numbers at the base of each machine in order to simplify identification.

Mills in Miniature

Starting the next group is a small circular saw mill and beyond is a planing mill or re-manufacturing plant. A veneer plant with its lathe and clipper is followed by a pulp and paper plant. A chipper machine is surrounded by other machines used by the paper industry. Log piles at the veneer lathe and chipper, lumber piles in the planing mill and a steel rack containing many sizes and shapes of steel are included and show the type of raw

□ □
Simonds' Steel
"Little Red
Schoolhouse" for
better qualified
sales representatives.

■ □



Here it is!

THE
Race 65

**FIRST Portable
Electric Dryer to
Retail Profitably
At Only \$14.95**

Useful 65 Different Ways
... Instant Appeal to All
Homemakers



Beautifully Boxed — Every
Package a Display in itself

Your Customers will find a world of everyday, practical uses for this amazingly versatile, compactly portable RACE 65 Electric Dryer...

- ✓ Drying Hands or Hair (Saves Towels)
- ✓ Defrost Refrigerator
- ✓ In the Nursery as an Emergency Fan, Vaporizer or Baby Dryer
- ✓ Drying Nail Polish—

— Every home needs one. Supplies torrent of HOT or COLD air at flick of a switch. Plug in at any outlet. Removable base. Chrome plated. 110-120 AC-DC current.

Dealer Help supplied. WRITE or WIRE today for Dealer Discounts and Illustrated Bulletin. 1637 Gould St., Racine, Wis.

RACINE UNIVERSAL MOTOR CO.

1637 Gould Street
Racine, Wisconsin

**EGG
BEATERS**



... by Edlund beat up sales and do a better beating job for the customer. Nationally advertised. Replacement guarantee.

THINK OF
Edlund
for
BETTER KITCHEN TOOLS

EDLUND COMPANY

BURLINGTON, VT.

Every home with a **WARM AIR HEATER**
IS A
PROSPECT
for
**MO-CO
REGISTER
FILTERS**



PAT. PENDING

- STANDARD SIZES FOR ALL REGISTERS
- SELL ONE FOR EACH REGISTER in the HOME
- CUSTOMER INSTALLED
- EVERY INSTALLATION SELLS ANOTHER ONE

An easy-to-sell item that delivers a real service to homemakers. Stops 90% of dirt yet permits free air circulation. Cleanable, durably fire-safe metal construction. Warm air furnace (coal, oil, or gas) users all need MO-CO. Unlike unsightly adapters, MO-CO fits inside registers. Sells fast at nice profit.

Write TODAY for your proposition

THE MODERN MANUFACTURING COMPANY
624 WARD AVE. GIRARD, OHIO

PACKAGED LINOLEUM BINDING
That Will Sell



Here is Brass Linoleum Binding wrapped up in a Hollywood package that will catch the eye and move the material right off your counter. The Binding is of heavy $\frac{3}{4}$ " wide material, and brass plated steel escutcheon pins are included. It is also available in stainless steel.

Write us today for prices and literature.

National Metal Products Company
102 Chateau Street Pittsburgh 12, Pennsylvania

**EARLY BIRDS
CATCH
SPRING SALES
OF**

READY PATCH

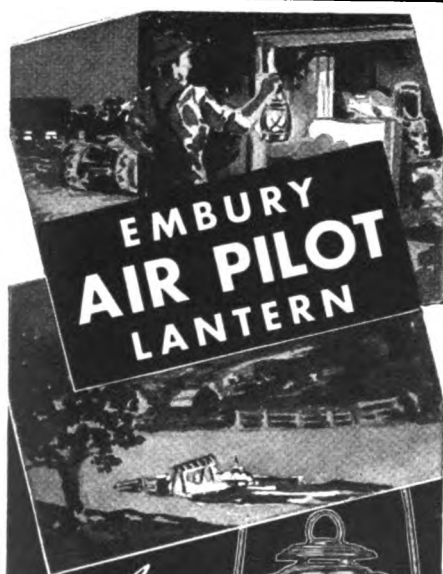


HOMEMAKERS with minds on spring decorating look for Ready Patch—the easy-to-use, ready-mixed patching composition for filling cracks and holes, smoothing wall surfaces. Ready Patch stocked on your shelves will prepare you for this extra-sale season. Order today—spring's on the way!

Free Ready Patch mats, counter displays now available. Write to

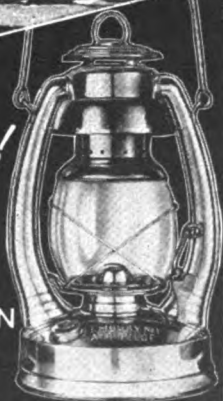
**TERRITORIES
NOW OPEN
WRITE TODAY**

M & H LABORATORIES
2703 Archer Ave., Chicago 8, Ill.



**EMBURY
AIR PILOT
LANTERN**

*A
Necessity!*
**ON EVERY
FARM
ON EVERY
CONSTRUCTION
JOB**



Order through Your Jobber
EMBURY MFG. CO., WARSAW, N. Y.

material each type of plant uses. Simonds metal cutting tools are shown in the metal working shop, on models of standard machines designed for specific cutting operations. A circular saw for cold-cutting steel bars or shapes is found on a typical machine. Behind is a machine which uses squaring shear blades for cutting thin sheet metal. Metal cutting band saws are found next on both a horizontal and vertical band saw machine. Two types of power machines using hack saw blades are included. There is a small one for maintenance and a large one for cutting metal to length on a production basis. In this group also is a table saw and cut-off saw. At a bench a "workman" is shown using a hack saw with spare blades and an assortment of files. A lathe for turning either metal or plastics and the stock rack complete the scene.

Motion Pictures

Sliding panels which operate in a special alcove are used as a screen for showing motion pictures. Other panels serve as a background for a review of the company's advertising program. Movies, catalogs, trade show exhibits and sales training courses are also covered. A water-cooler, wash room and clothing rack make the "Schoolhouse" complete.

Soundproofing prevents disturbance from within or without, providing a place for confidential group meetings or private conferences. Sliding doors keep extra material out of sight. Sales trainees will be furnished with notebooks with slatlike covers, descriptive folders and "Product Primers" to carry out the spirit of the "Little Red Schoolhouse."

Will Inform Salesmen

Simonds feels that all salesmen, its own as well as those of its distributors, after a visit through the manufacturing line and a "Schoolhouse" training course, will be better informed, qualified and more enthusiastic in the selling of Simonds products.

**How's the Hardware
Business?**

(Continued from page 258)

our products continued throughout the year. The supply of materials and components, while not entirely adequate, was much improved over 1946. The demand for our products in 1948," he

FOLDING CHAIRS

Many styles. Upholstered & plain. Table & Armchairs — Folding Tables



**PROMPT
SHIPMENT**

**ADIRONDACK
CHAIR CO.**

1142-A BROADWAY
NEW YORK 1, N. Y.



Gem Jr.



NOW

Stock and Display
NEW Gem Jr.
FINGERNAIL CLIPPER
New tapered jaws.
Streamlines. "Gem"
quality thruout.
Retail price now 29c.
THE H. C. COOK CO.
ANSONIA, CONN.

**TOILET SEATS
AND HUNDREDS OF OTHER ITEMS**



SEND FOR OUR
CATALOGUE

**COSMO BRASS
COMPANY**

27 BEDFORD ST.
NEW YORK 14, N. Y.

MANUFACTURERS & DISTRIBUTORS
Plumbing—Heating & Hardware Specialties

It's Strong 

**LEPHANT
BRAND
STEEL WOOL**

Preferred by master craftsmen for its keener bite and longer life... long, uniform, resilient strands of finer quality steel. Big 16 unit pkg. or 1 lb. tube. Order from your jobber or direct.

International Steel Wool Corp., Springfield, Ohio

WHEN YOU WANT TO BE HEARD

Speak to the right "class"—in the right paper—in the right way. **HARDWARE AGE** will tell your story to the greatest number of hardware men in the hardware trade. Its Classified Opportunities Section is the place to put your want ad for quick, tangible results.

HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St.

New York 17, N. Y.

MANY USES=MANY SALES

Advertised in 3,000 Publications

For ...

Delousing
Poultry

Drench and
Dip for
Sheep

Spraying
Gardens



For ...

Spraying
Flowers

Protecting
Fruit

Curbing
Dogs
(Repellent)

THE DOUBLE DUTY INSECTICIDE

Identified By The Black Leaf

Black Leaf 40 sells every month in the year—it never goes "dead." Turnover is steady—profit is steady.

Widely and Consistently Advertised

Over 3000 publications with a total circulation of over 40 million carry Black Leaf 40 advertising. The manufacturers of Black Leaf 40 are right in there "pitching"—and you, Mr. Retailer, are on the "receiving" end. Why not cash in on this big time promotion by laying in an ample supply of Black Leaf 40?

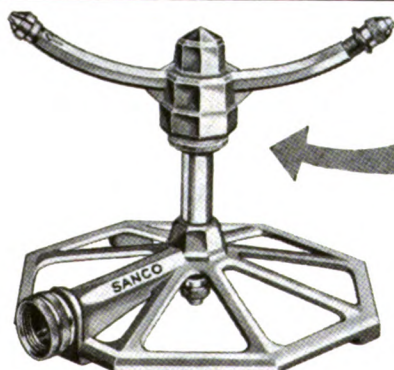


Easy to Sell because it's Easy to Use!

TOBACCO BY-PRODUCTS & CHEMICAL CORP.,
Incorporated Louisville 2, Kentucky

4747
THEY LOOK FOR THE LEAF ON THE PACKAGE

**"FLOATING HEAD" so free
and easy on the spin!**



\$3⁹⁵
RETAIL

There's no friction to wear out the "Floating Head" Sprinkler. The head revolves on a cushion of water. And that's important . . . it adds years of extra wear . . . it means less water pressure is required to turn the head.

Built of Zamak Alloy #3 and Brass, the "Floating Head" Sprinkler will take the roughest treatment without breaking.

Distributed by Crane Co. Branches and selected Hardware Jobbers.

Supported by National Advertising.

SANCO PRODUCTS CO.
ASHTABULA, OHIO

- ✓ Spreads water evenly!
- ✓ Won't Break!
- ✓ Can't Rust!
- ✓ Covers from 6 to 70 feet as desired!



KINGFISHER

is more than a name—more than a brand. For longer than a century it has denoted fishing tackle that is the "fishermen's choice from coast to coast".

It describes a complete range of practically every kind of fishing need—from precision-built rods and reels to the all important accessories so essential to every fisherman: flies, baits, hooks; everything in fishing tackle.

When you display and sell



to your customers, you are making sales more easily—and with greater satisfaction to your customers.

Production is increasing right along, and deliveries should improve as the season progresses. We'll do our best to take care of the needs of our customers.

Also the Home of



**ATHLETIC
GOODS**



EDW. K. TRYON CO.
815-819 ARCH ST., PHILADELPHIA 5, PA.

Est. 1811

ARMSTRONG BROS.
BETTER PIPE TOOLS



"ARMSTRONG BROS."
Pipe Dies and Chasers are machined from special alloy steel, are heat treated and oil tempered. Cutting teeth are "backed-off" with ground points—cut faster, cut easier, cut smooth, tight-fitting threads. They come in "Solid", "Adjustable" and "Receding" types to fit all standard make stocks and threaders. Standardize on "ARMSTRONG BROS." Dies and Chasers for better thread cutting.

Stocked by leading Tool Departments

ARMSTRONG BROS. TOOL CO.
5214 W. Armstrong Ave., Chicago 30, U. S. A.

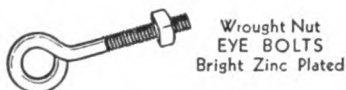
Eastern Whse. and Sales:
199 Lafayette St., New York 12, N. Y.

Pacific Coast
Whse. and Sales Office:
1275 Mission St.,
San Francisco 3, Calif.



FOR BEST SERVICE ON THESE STEADY SELLERS

• Our policy is to give prompt service on superior products and a fair price through recognized jobbers. Below are some of the items in our line, all available now through your jobber.



ALWAYS DEPEND ON

Turnbuckles
Turnbuckles, Inc.

729 West Lake Street • Chicago 6, Illinois

added, "is expected to continue to tax our ability to produce." Sales in the first quarter of the 1948 fiscal year are running considerably ahead of the corresponding 1947 period.

• • •

Servel reports gains—Servel, Inc., sales in its 1947 fiscal year were the largest in the company's history and net earnings were sharply above 1946. The dollar value of sales was \$59,550,490, an increase of 59 per cent over 1946. This increased sales volume was due, in part, to higher prices received by the company for its products. However, there was also a substantial gain in the quantities of products sold, said President Ruthenburg. For instance, 14 per cent more household refrigerators and 111 per cent more electric commercial refrigerating units were sold in 1947 than in 1946. The quantity of air conditioning units sold in 1947, while still relatively small, was several times the quantity sold in 1946. Water heater volume was substantial in 1947 in comparison to 1946 production. The critical shortage of sheet and strip steel and of other materials hampered production in all divisions. Many more household refrigerators could have been sold if there had been enough steel available to permit the company to operate at full capacity.

• • •

Sears hits another peak — That sales of Sears-Roebuck and Co. for its fiscal year will go over the \$2,000,000,000 mark for the first time in the company's history, was indicated in its December sales figures. In the 11 months to Dec. 31, sales climbed to \$1,955,792,524, up 25.3 per cent from the corresponding 1946 period and an increase of 15.4 per cent over the total for the whole preceding year. In December alone, sales increased to a record of \$267,572,523, or 36.2 per cent over the 1946 month.

• • •

Huge 1947 fire losses—Fire losses in 1947 were the greatest in the history of the National Board of Fire Underwriters. Destructions by fire during the year amounted to \$692,645,000. This was approximately 23 per cent above the all-time high set in 1926, and also exceeded the 1946 total. Losses from fires have increased steadily during the last six years. Among the reasons listed by the Underwriters are: Many fire departments are hampered by shortages of trained men and adequate equipment; building of high-value structures in areas with little fire protection; deterioration of heating and electrical equipment due to overloading, and lack of replacements.

Now Available
SKO
WOOD JO

Order from your Jobber or

SUPERIOR FASTENERS
2949 ELSTON AVE., CHICAGO

COOKIE PRESS and
CAKE DECORATOR

ADJUSTABLE
COAST RACK




See your Jobber
Write Direct to us

ZACHMAN & CO. 5004 WILSON AVE.

THE PROFESSIONAL'S

"Grafts On"
LIKE A NEW LAYER
OF SKIN IN
ONE OPERATION
AT A COST LESS THAN 10¢

E-N
PLASTER
REPAIR

for Sinks, Ranges, Bath Tubs, Bathtubs
Easy—Quick and Permanent! In 2 shades for
Plumbing White. Write for name of nearest
(Several Choice Territories Open for Sale)

ARK LABORATORY
P. O. BOX 5726 CHICAGO 17

Changes

New products and new trade names are constantly being added to the listings for the next Directory Number of **HARDWARE AGE**.

Therefore, if you do not find in the current issue of the Directory Number the product you are interested in, write to the "Who Makes It" Editor. He'll be glad to serve you.

HARDWARE AGE

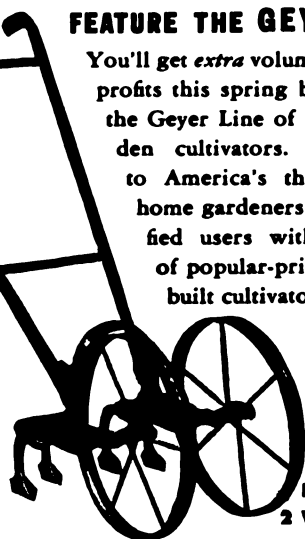
100 E. 42nd St., New York 17, N. Y.

WANT *Extra* SPRING? PROFIT!

FEATURE THE GEYER LINE

You'll get *extra* volume and *extra* profits this spring by featuring the Geyer Line of quality garden cultivators. Easy sales to America's thousands of home gardeners make satisfied users with this line of popular-priced, sturdy-built cultivators.

Geyer makes a full line of attachments too, for every cultivating need.



No. 6300
2 Wheel Type

FREE! Write today for new "Geyer-Gram" that explains why you can get extra profits this spring with this line of quality cultivators. See our advertisement in Hardware Age. Directory page 784.



GEYER MFG. CO.
ROCK FALLS • ILLINOIS

NEW LOW PRICE!

BRUNO POWER CUTTER KIT

Cuts Holes $\frac{3}{4}$ " to $2\frac{1}{2}$ "
in metal, wood, plastics



In plastic protective case

Now only
\$6.00
complete

Two Bruno Adjustable Hole Cutters in one convenient kit that keeps tools clean and blades sharp. High speed steel blade cuts clean, fast holes in metal, wood, plastics. Quickly adjustable and easily sharpened. Designed by tool engineers to operate efficiently in bench drill, drill press, or portable drill. Bruno Hole Cutters in Kit 790

come with straight shanks for use in power drill, in Kit 790-B with square shanks for use in hand brace. **Ask your jobber or write Dept. HA**

POWER CUTTER KIT CONTAINS

Model	Shank Size	Expansion	New Low Price
100	1/4" St. Shank	5/8"-1-1/2"	\$ 2.50
101	3/8" St. Shank	1" — 2-1/2"	\$ 3.50
790 Kit	Contains one each of Models 100 & 101	5/8"-2-1/2"	\$ 6.00*
790-B Kit	Contains one each of Models 100-B & 101-B	5/8"-2-1/2"	\$ 6.00*

*Fair Trade Minimum \$5.85

Depth in wood and plastics limited only by diameter of hole necessary to clear locking bolt.



BRUNO

The BIG BUY in TOOLS

BRUNO TOOLS 9330 Santa Monica Blvd.
Beverly Hills, California

MAN • HOME GARDEN • BETTER HOMES & GARDENS • HOUSE DEPARTMENT • AMERICAN HOME

your customers
will ask for
these

HEAVILY ADVERTISED

GARDEN AIDS

WEEDONE

Reg. U. S. Pat. Off.

the original 2.4D weedkiller. A balanced formula with wetting agents and penetrants.

WEEDUST

TRADE MARK

2.4D powder for those here-and-there lawn weeds.

ROOTONE

Reg. U. S. Pat. Off.

the plant hormone powder for cuttings and seeds.

TRANSPLANTONE

Reg. U. S. Pat. Off.

for safer transplanting.

FRUITONE

REG. U. S. PAT. OFF.

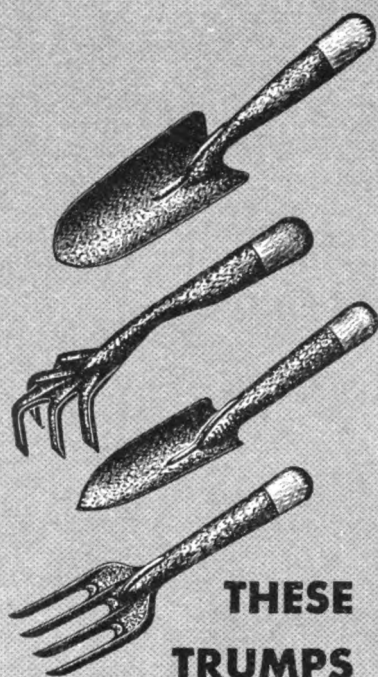
for seedless tomatoes and for stopping fruit drop.

Stock all five for year-round sales! Order from your jobber now.

AMERICAN CHEMICAL PAINT CO.
AMBLER, PA.

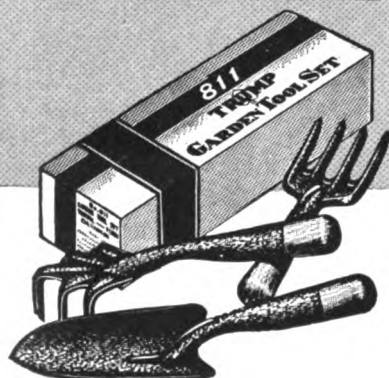
Coming Conventions and Events

Corrected Each Issue According to Latest Data



THESE
TRUMPS
ARE

Sales Aces



PLAN to display Trump Garden Tools on your counter. They sell themselves. Gardening enthusiasts like their cheery, bright green enamel finish... the feel of their smooth hardwood handles. Trump Garden Tools are uniform in quality—made of new, mill-run steel exclusively. No scrap. Packed three tools in a neat, attractive box. Trowel, fork, cultivator and transplanter may be purchased separately. Ask your jobber for Trump.

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PA.

TRUMP
Garden Tools

Alabama, Retail Hardware Association of, annual convention, May 13-14, 1948, at the Admiral Sims Hotel, Mobile, Ala. Mrs. J. H. Crowe, 509 No. 19th St., Birmingham 3, Ala., secretary-treasurer.

Albany Sportsmen's and Boat Show, Feb. 28-March 7, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

American Hardware Manufacturers Association, 94th semi-annual convention meeting jointly with the 57th annual convention of the Southern Wholesale Hardware Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association and T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

American Toy Fair, New York City, March 8 to 20, 1948, with exhibits at 200 Fifth Ave., 1107 Broadway and other permanent showrooms and at the Hotel McAlpin. Horatio D. Clark, managing director, Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., New York 10, N. Y., is manager of the American Toy Fair.

Arkansas Retail Hardware and Implement Assn., convention and exhibit, Feb. 16-18, 1948, at Little Rock. A. W. Porter, Lafayette Hotel, Little Rock, secretary.

Buffalo Sportsmen's and Boat Show, April 17-25, 1948. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Canadian National Sportsmen's Show, March 13-21, 1948, at Toronto. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

California Retail Hardware Association, annual convention, Feb. 16-18, 1948, at the Western Merchandise Auditorium, San Francisco, Calif. LeRoy Smith is manager-treasurer with headquarters at the Western Merchandise Mart, Suite 262, 1355 Market St., San Francisco 3.

Carolinas, Hardware Association of the, annual convention, June 10-11, 1948, at Hotel Robert E. Lee, Winston-Salem, N. C. Mrs. Sally Couch Masten, 118 E. 4th St., P. O. Box 2008, Charlotte 2, N. C., acting secretary.

Conron, Inc., Danville, Ill., hard-

ware wholesalers, dealer show, Feb. 17-19, 1948, at Illinois State Armory, Danville, Ill.

Hardware Golf Association, 22nd annual tournament, Sept. 9-11, 1948, at the French Lick Springs Hotel, French Lick, Ind. Ditz Lusk, Henry Disston & Sons, Inc., Kansas City, Mo., secretary-treasurer.

Illinois Retail Hardware Association, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Sherman, Chicago, Ill. William F. Ewert, 1194 Merchandise Mart, Chicago 54, Ill., managing director.

Louisiana Retail Hardware Assn., annual convention and exhibit to be held jointly with the Mississippi Retail Hardware and Implement Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

Marshall-Wells Associates Stores Congress, joint Billings and Duluth branches meeting, March 8-10, 1948, at Duluth, Minn., and joint Spokane and Portland branches, April 12-14, 1948, at Portland, Ore. Details are tentative.

Metropolitan Home Show, April 17-24, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass.

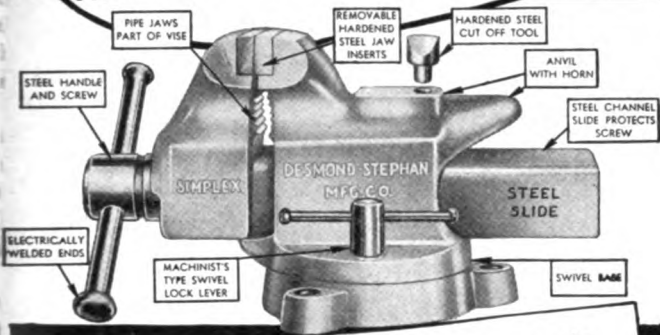
Michigan Retail Hardware Association, annual convention and exhibit, Feb. 24-27, 1948, in Grand Rapids, Mich. Pantlind Hotel is convention headquarters, exhibit at Civic Auditorium. Harold W. Schumacher, 1112 Olds Tower, Lansing 8, Mich., manager.

Mill Supply Joint Regional Meetings of the American Supply & Machinery Manufacturers Assn., 1108 Clark Bldg., Pittsburgh, Pa.; **National Supply & Machinery Distributors' Assn.,** 505 Arch St., Philadelphia, Pa., and the **Southern Supply & Machinery Distributors' Assn.,** 712 Volunteer Bldg., Atlanta, Ga., will be held as follows: March 23, 1948, at the Palmer House, Chicago.

Mississippi Retail Hardware and Implement Assn., annual convention and exhibit to be held jointly with the Louisiana Retail Hardware Assn., June 7-9, 1948, at the Hotel Buena Vista, Biloxi, Miss. David O. Mansfield, 226 S. State St., Jackson, Miss., secretary of both associations.

Missouri Retail Hardware Association, annual convention and exhibit, Feb. 24-26, 1948, at the Jefferson Hotel, St. Louis, Mo. Louis C. Kreh, 1189 Arcade Bldg., 812 Olive St., St. Louis, Mo., secretary.

SIMPLEX UTILITY VISES THE OUTSTANDING VISE VALUE!



Exclusive steel channel slide protects screw from dirt and damage. All sizes have hardened steel jaws and pipe jaws. Specify Simplex Utility Vises—if your jobber does not stock them write us and give his name.

DESMOND-STEPHAN MFG. CO.
URBANA, OHIO

Sales Offices:
74 Murray St. New York City
34 N. Clinton St. Chicago, Ill.
Also manufacturers of Grinding Wheel Dressers & Cutters

THE SAFE HACK SAW BLADE

MILFORD FLEXIBLE REZISTOR BLADES

cannot break or shatter in the frame... safe on every job in skilled or unskilled hands... Made of a new high-speed steel with only the teeth hardened... the back is tough and flexible. Cuts stainless steel with ease.

The only blade with "Easy-Starting Teeth" an exclusive MILFORD feature.

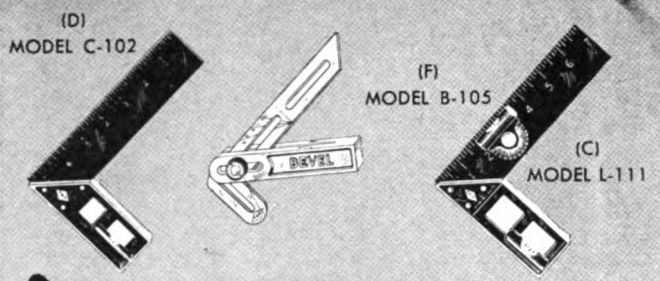
KEEP YOUR STOCK ASSORTMENT UP

MILFORD

THE HENRY G. THOMPSON & SON CO.

PROFILE AND BAND SAW BLADES
-EZISTOR AND DUPLEX HACK SAW BLADES

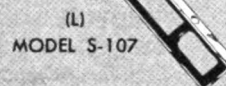
Saw Specialists Exclusively for Over 70 Years
NEW HAVEN 5, CONN., U. S. A.



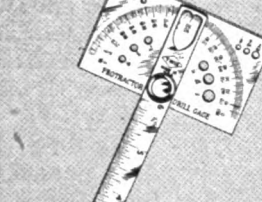
(H) MODEL H-109



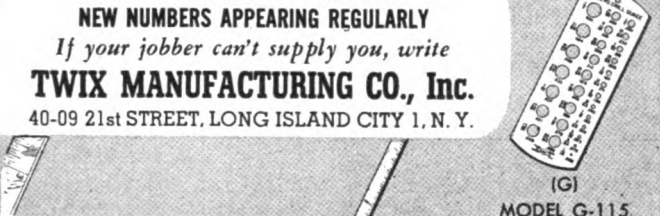
(B) MODEL RL-113-2



(I) MODEL P-108



(K) MODEL D-106



Ask Your Jobber For These Quick-Selling **TWIX Leaders** QUALITY TOOLS AT PRICES THAT WIN INSTANT POPULAR ACCLAIM

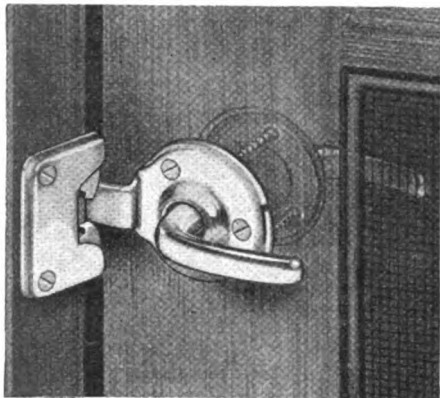
- (A) *TWIXKLIP—2 in 1 clip for toe and finger nails. Model T.F. 51.
- (B) NEW 6 FT. ALUMINUM FOLDING RULE — Satin Finish, Black Numbers on Both Sides. Model RL-113-2.
- (C) *ADJUSTABLE LEVEL Jr.—Model L-111.
- (D) CARPENTER SQUARE — with level — Model C-102.
- (E) HACK-SAW FRAMES — Heavy Duty. Model H-103.
- (F) SLIDING BEVEL—Model B-105.
- (G) JOBBER'S DRILL GAGE — Model G-115.
- (H) Electricians & Plumbers HACK-SAW FRAMES—Heavy Duty. Model H-109.
- (I) *PROTRACTOR & DRILL GAGE — Model P-108.
- (J) COMBINATION SQUARES — with levels and scribe. Model 100.
- (K) HANDY HOME TOOL — 6 tools in 1. Model D-106.
- (L) ADJUSTABLE BENCH LEVEL (10 inch). Model S-107.
- (M) PISTOL GRIP HACK-SAW FRAME — Heavy Duty. Model H-116.

*Pat. Pending U.S.A.

WATCH FOR ADDITIONAL TOOLS
NEW NUMBERS APPEARING REGULARLY
If your jobber can't supply you, write
TWIX MANUFACTURING CO., Inc.
40-09 21st STREET, LONG ISLAND CITY 1, N. Y.

IVES

Non-Mortise DOOR LATCH



Now Available for Prompt Delivery

This time-tested door latch and good seller is now available for prompt delivery in solid brass or steel. The IVES Non-Mortise Latch is as easy to install as a rim latch... as neat in appearance as a mortise lock and is unsurpassed for easy latching. Perfected by the improvements listed below, the IVES latch will satisfy the demand for superior screen, storm and combination door hardware.

1.

Rugged construction... larger handles... larger outside rose.

2.

Longer spindle... adjusts automatically from $\frac{3}{8}$ " to $1\frac{1}{4}$ " doors and can be adjusted to $1\frac{3}{4}$ ".

3.

Redesigned strike... allows for sagging of door.

Ask your Dealer

THE H. B. IVES CO.

NEW HAVEN, CONN.

Quality Hardware

SINCE 1876

National Retail Hardware Association, 49th annual Congress, July 12-15, 1948. Chalfonte-Haddon Hall Hotel, Atlantic City, N. J. Sessions at Haddon Hall, Rivers Peterson, 333 No. Pennsylvania St., Indianapolis, Ind., managing director.

National Sportsmen's Show, Feb. 14-22, 1948, at Grand Central Palace, New York City. Details from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass.

Nebraska Retail Hardware Association, annual convention and exhibit, Feb. 25-27, 1948, at Omaha, Neb. Meetings at Hotel Paxton, exhibit at City Auditorium. C. A. McCoy, 325 Insurance Bldg., Lincoln, Neb., secretary.

New England Electrical Show, April 3-10, 1948, at the Mechanics Bldg., Boston, Mass. Complete information from Campbell-Fairbanks Exposition, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

New England Hardware Dealers Association, annual convention and exhibit, Feb. 24-26, 1948, at the Hotel Statler, Boston. Russell Mueller, 185 Dartmouth St., Boston 16, secretary.

New England Housewares Show, Feb. 16-20, at the Parker House, Boston, Mass. Show committee has offices in Room 282 of Parker House, Robert Uek is chairman.

New York State Retail Hardware Association, annual convention and exhibit, Feb. 17-19, 1948, at Buffalo, N. Y. Convention headquarters at Statler Hotel, exhibit at Memorial Auditorium. Nicholas H. Kiley, 58 Hills Building, Syracuse 2, N. Y., secretary.

North Dakota Retail Hardware Association, annual convention and exhibit, March 23-25, 1948, at Fargo, N. D. Convention headquarters at Hotel Gardner, meetings at the Town Hall, exhibits at the Fargo Auditorium. Miss Clarine Sherwood, 21 Clifford Building, Grand Forks, N. D., secretary.

Northern Wholesale Hardware Co., annual dealer meeting during month of February in company's own quarters, 805 N. W. Glisan St., Portland, Ore.

Pennsylvania Wholesale Hardware & Supply Assn., 48th annual spring meeting March 11-12, 1948, at the Hotel Astor, Times Square, New York City. Samuel B. Smith, 517 W. Orange St., Lancaster, Pa., is association secretary.

South Dakota Retail Hardware Assn., annual convention and exhibit, March 16-18, 1948, at the Sioux Falls, S. D., Coliseum. Convention headquarters at the Hotel Cataract. Earl Erlandson, Cottonwood, S. D., secretary.

Southern California Retail Hardware Association, convention and exhibit, Feb. 17-19, 1948, at Long Beach. A. C. Kammeier, 416 W. 8th St., Los Angeles 14, secretary.

Southern Wholesale Hardware Association, 57th annual convention meeting jointly with the 94th semi-annual convention of the American Hardware Manufacturers Association, April 5-8, 1948, with headquarters and meetings at the Netherland Plaza Hotel, Cincinnati, Ohio. T. W. McAllister, Orlando, Fla., is secretary of the wholesalers' association. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary-treasurer of the manufacturers' association. Applications for rooms at the Netherland Plaza Hotel and cooperating hotels must be sent direct to the Housing Bureau, 910 Dixie Terminal Bldg., Cincinnati 2, Ohio, and on official association application blanks.

Sportsmen's Shows, New York, Feb. 14-22, 1948; Albany, N. Y., Feb. 28-March 7, 1948; Toronto, March 13-20, 1948; Rochester, N. Y., March 27-April 4, 1948; Buffalo, April 17-25, 1948. Complete information available from Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., and 139 E. 47th St., New York City.

Tennessee Retail Hardware Association, annual convention, Feb. 23, 24, 1948 (tentative), at the Andrew Jackson Hotel, Nashville, Tenn. Morris Jones, 501 Republic Building, Louisville 2, Ky., secretary.

Triple Mill Supply convention, April 26-28, 1948, at Atlantic City, N. J. Sponsoring associations are the American Supply & Machinery Manufacturers' Assn., Inc., general manager, R. Kennedy Hanson with headquarters at 1108 Clark Bldg., Pittsburgh 2, Pa.; National Supply & Machinery Distributors' Assn., secretary-treasurer, Henry R. Rinehart with headquarters at 505 Arch St., Philadelphia 6, Pa.; Southern Supply & Machinery Distributors' Assn., secretary-treasurer, E. L. Pugh, 712 Volunteer Bldg., Atlanta 3, Ga. The first Conference Booth Program will be held concurrently with the convention at the Atlantic City Auditorium.

Virginia Retail Hardware Assn., annual convention and exhibit, March 23-25, 1948, at Roanoke, Va. Meetings at Hotel Roanoke; exhibit at City Auditorium. G. T. Amohundro, Jr., Scottsville, Va., secretary.

West Virginia Hardware Association, convention, Feb. 16-17, 1948, at Clarksburg. James C. Fielding, 1628 McClung St., Charleston 1, secretary.

World Hobby Exposition, Feb. 21-28, 1948, at the Coliseum, Chicago. Sponsored by World Hobby Exposition, Inc., 331 Madison Ave., New York City.

INTRODUCING

No more Skidding Rugs!
Use
Rug-Lock
An innovative underlay that
PREVENTS ACCIDENTS
caused by Slippery Rugs

the sensational new low-cost rug underlay that *stops* scatter rugs from sliding. Acts as pad — prolongs rug life — keeps out dirt.

- Nothing like it on the market at double the price!
- Fits any size scatter rug — nothing to mar — scratch — or spoil either rug or floor. May be cut to size.
- Substantial profit — attractively priced for quick sales — a definite "repeat" and multiple-sales item. Customer buys 6 to 8 to equip home.

For complete information, discounts and price lists write

H. B. W. SNELLING COMPANY

53 State Street NATIONAL DISTRIBUTORS Boston 9, Mass.

HOOK UP TO EXTRA SALES

IN BRIGHT,
KITCHEN
COLORS

**ONE-PIECE
E-Z CUP HOOKS**

DURABLE • USEFUL • DECORATIVE
For kitchen, closets, curtains, bathroom, etc.

To retail
at
10c

GRC's E-Z Cup Hooks are smartly styled, attractively carded to get extra sales. Durable zinc alloy. White, red, blue, green, nickel, brass. 6 hooks on a card.

IMMEDIATE DELIVERIES

Nickel or brass
finish
also available in bulk
— 1 gross to box

SEE YOUR JOBBER
Jobbers' Inquiries Invited



GRIES REPRODUCER CORP.

789 East 132nd St., New York 54, N. Y.



Also makers of
the profitable
line of
GRC
WING NUTS

FREE

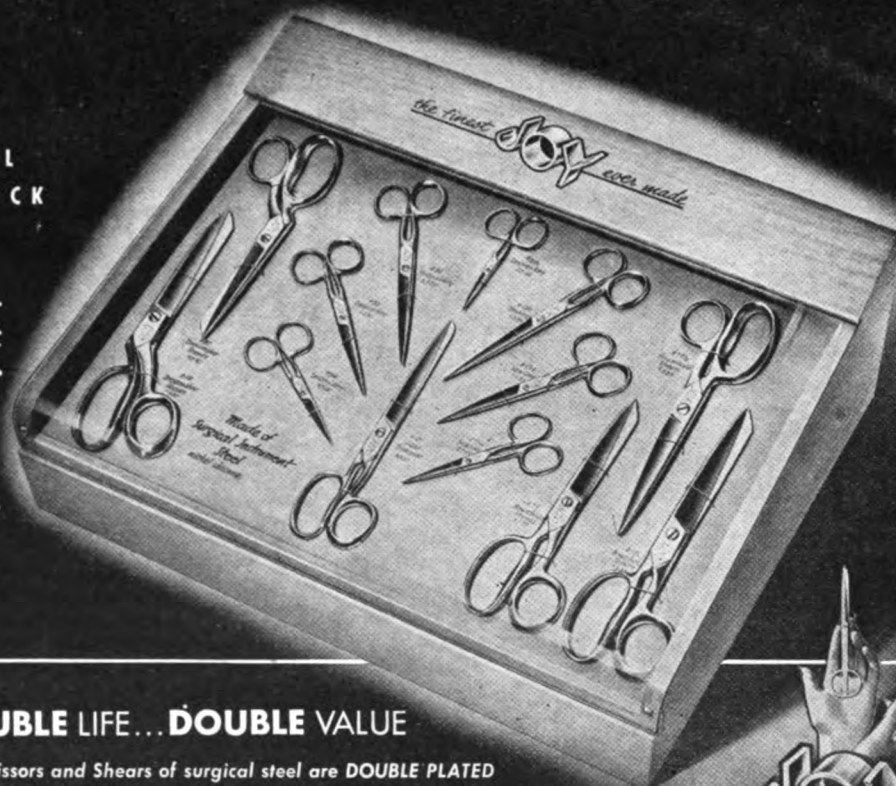
THIS BEAUTIFUL
DISPLAY and STOCK
CABINET

RETAIL PRICE \$150.

YOUR PRICE \$ 90.

YOUR PROFIT \$60.

Please inquire
for full particulars of this
and other FREE cabinet deals.



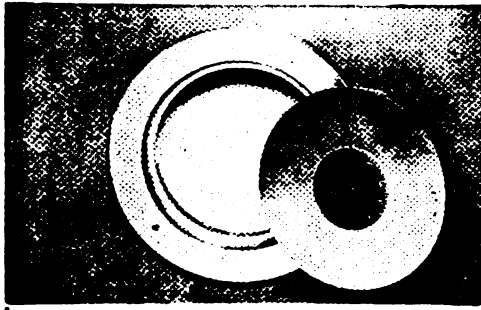
DOUBLE LIFE... DOUBLE VALUE

JOY Scissors and Shears of surgical steel are DOUBLE PLATED with nickel and chrome for DOUBLE LIFE and DOUBLE VALUE.

REX CUTLERY CORPORATION

IRVINGTON 11, NEW JERSEY

AMERICAN WALL SAFE



Retails profitably at only \$39.95
Dealer and Jobber franchises now being awarded

A "SAFETY DEPOSIT VAULT" for Home, Office, Store, Gas Station, etc.

Easily installed in
Partitions, closets, chimney walls, foundation walls, floors, etc.

INSIDE DIMENSIONS: 7" deep 10" wide, 14" long

- **FIRE RESISTANT**
- **BURGLAR RESISTANT**
- **Genuine YALE four-tumbler comb. lock**
- **10,000 possible combinations**
- **Combination easily reset by owner**
- **Concealed Hinges**
- **Tamper Proof precision fit door**
- **Special Asbestos Lining**

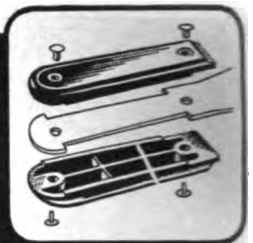
Write for full details and prices

AMERICAN WALL SAFE MFG. CO. INC.

Office: 29 Pearl St. Factory: 68A Water St.
WORCESTER, MASS.

HYDE Putty Knives

with New
HANDLE CONSTRUCTION



Hyde Putty Knives, which have long been known for their Super HYDEX Steel blades, now feature a new handle construction for added strength and comfort. Made with a full tang construction, the steel extends clear through to the end of the plastic handle for extra durability. The handle is specially designed for comfort, with only a single seam at the sides, helping to avoid blisters and calluses. Steel extends around butt end as extra protection against hard knocks. Order now from

HYDE MANUFACTURING CO.
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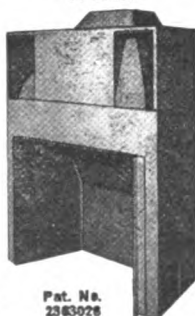


CIRCULATOR FIREPLACE

Popular fuel-saving home-heating unit

For extra profits NOW, rely on this ready seller. An all-inclusive, all-metal unit, the Majestic Circulator Fireplace is a strongly built core that fits any mantel structure. Sends **smoke-free** heat to all corners of the room. Can be used as sole source of heat for small homes in mild climates. Replaces high-cost furnace heat in chilly fall or spring weather even in colder zones. It is complete in every way and priced within range of average pocketbooks. This fireplace package has all essential operating parts built in, including dome damper with patented, easy-to-use poker control. All standard sizes available now for prompt delivery. Send for descriptive bulletin today.

Another Majestic Product



THE MAJESTIC CO.

836 Erie St., Huntington, Ind.

Majestic Building Products—nationally known and advertised for over 40 years.

Pat. No. 2583028

Introducing the new STELRAY "4 in 1" Hand Punch

2 Pin Punches $\frac{3}{32}$ & $\frac{5}{32}$ Nail Set • Prick Punch

A RIGHT COMBINATION in the hands of Toolmakers, Mechanics, Garages, Repair Shops, Hobbyists, Cabinet Workers, etc.

- Punches are nested in hollow handle for easy selection and safe keeping
- Diamond knurled for sure grip
- Strong sturdy, for long hard service
- Scientific design and balance.



Forged from tough, high quality steel, hardened, tempered and polished for every use.

Packed on display board with easel

3 lbs. to the dozen

F.O.B. Your Door

Ask your Jobber — or write.

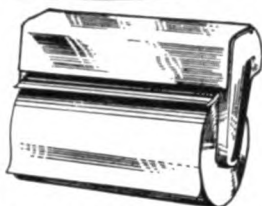
STELRAY METAL PRODUCTS, INC.

SHELTON CONNECTICUT

**Available NOW! The HITS
of the HOUSEWARES SHOW**

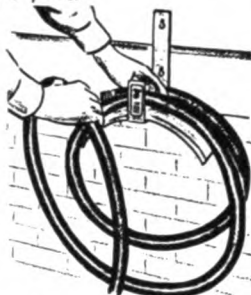
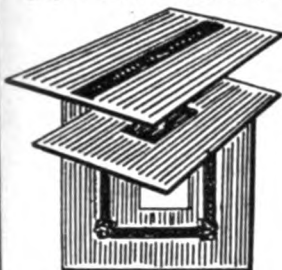
DUAL DISPENSER

For wax-paper and paper towels.
Easy to load and use. Top cover
serves as cutting edge for wax
paper. Sturdy wood bar holds
paper towels. Model #120.



NU-TOP STOVE PADS

America's foremost line of bright
metal, lithographed, and chromium-
plated stove pads.



Handy HOSE HANGER

This fast-selling, inexpensive hanger
protects and holds garden hose
neatly and securely. Heavy steel
construction.

Write for price & delivery information.

The METALOID Co.

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DONLEY SPECIAL!



INTRODUCING
**Dono-Lite
AUTO ENAMEL**

Choice Assortment
of 48 Qts. and 48 Pints

BLACK	MAROON
RED	GREEN
GUN GRAY	BLUE
FRENCH GRAY	

Retails for \$1.75 qt. and \$1.00 pt.

48 qts. @ 1.13 **\$54.24**

48 pts. @ .60 **28.80**

REGULAR WHOLESALE **\$83.04**

SPECIAL \$75.00 (OFFER EXPIRES
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BRINGS YOU \$132.00—YOUR PROFIT \$57.00

FREIGHT ALLOWANCE UP TO \$1 CWT.

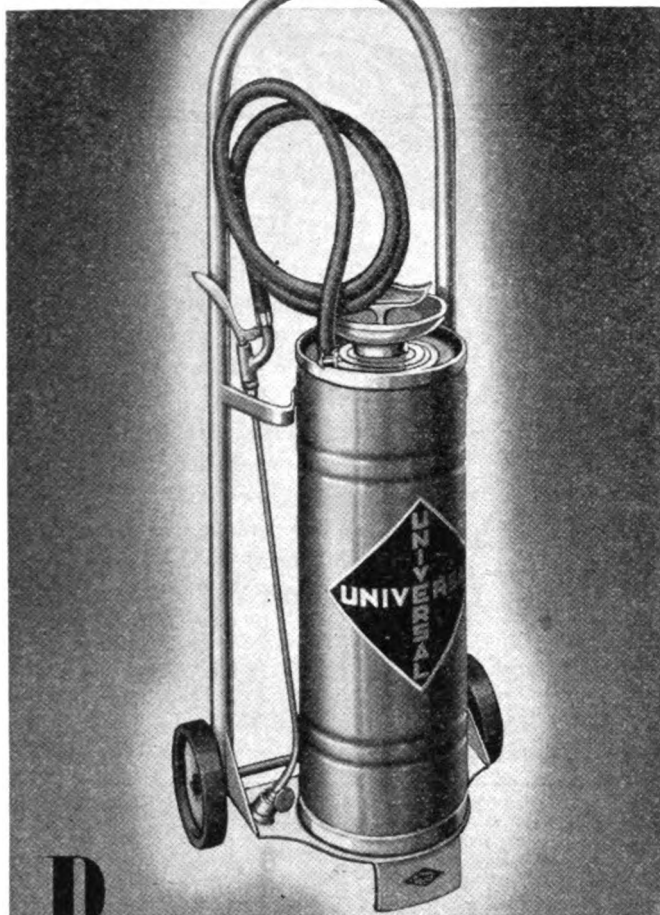
Choice Territories Open for Salesmen

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CLEVELAND 5, OHIO

UNIVERSAL'S "MOBL-SPRA"

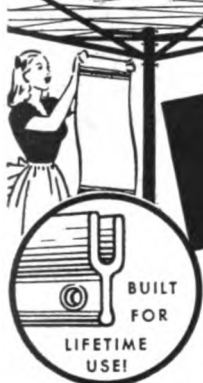


BRAND NEW...
and a Sales "Natural"

Here is the newest and finest item in Com-
pressed Air Sprayers — one that fills a long-
felt need, and one you can really go to town
with. 3½ gallon capacity — mounted on a
sturdy but light-weight truck. Takes the tir-
ing work out of compressed air spraying.
Just the thing that thousands of women as
well as men will go for in a big way. Only
one of its kind on the market and typical of
the advantages you get in UNIVERSALS —
by long odds the best line to handle. Ask
your jobber for them. If he can't supply,
write direct to us.

UNIVERSAL METAL PRODUCTS CO.
SARANAC MICHIGAN

**FAST,
Easy Profits
FOR YOU!**



Botco
ALL-ALUMINUM
ROTARY DRIER

Yes! Here's a standard stock item that sells like hot-cakes! Sturdy, rustless aluminum; folds compactly for storage in six foot space... or opens to give your customer 160 feet of drying space. Complete with strong, sash-weight cord and steel ground box. Weight... a mere 12 pounds! Stock on hand permits immediate delivery for immediate orders. Write for details today.

RETAILS AT
\$15.48

MEDIUM SIZE,
110-FOOT SPACE
\$12.95

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THE BALTIMORE OCEAN TRANSPORT CO.
615 GARRETT BUILDING • BALTIMORE 2, MARYLAND

**It's NEW
It's
Revolutionary**

the color
of the
label
is the
color of
the finish

**low priced
high quality
line**

Here's a hot selling idea to boost your paint sales! "The color of the LABEL is the color of the FINISH." Customers like the snappy SELF-SERVICE... trouble-free selection without color-card confusion. Cash in on the big household paint market. Feature STALEY'S RE-NEW-IT FINISHES now. Complete line of quality enamels, varnishes, varnish stains, porch and floor enamels.

Check these many Advantages:

1. One coat covers... gives lasting brilliance.
2. Flows evenly... dries quickly.
3. Resists heat and acid.
4. Will not chip or crack.

WRITE TODAY FOR COMPLETE INFORMATION

STALEY'S RE-NEW-IT FINISHES CO. • ST. LOUIS, MO.

CLARK

GEM FLUE STOPPERS

now
Available



FRONT



BACK

Featuring:

Attractive assortment of pictures lithographed on metal blanks permanently clenched into the face of the flue stoppers. Folding wire fasteners attached to slots raised from the metal of the blank.

	Blank Diameter	Fasteners	Shipping Weight Per Doz.	Per Gross
#2 Ivory	8-17/64"	6" or 7"	3 lbs. 7 oz.	43 lbs.
#8 Ivory	9 1/4"	7" or 8"	5 lbs.	62 lbs.

Packing—1 dozen per carton, 1 gross per case

Order from Your Wholesaler, or Write Us for Reference

J. L. CLARK MANUFACTURING CO.

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LIKE PICKING
MONEY OFF THE FLOOR
with **Lincoln**
RENTAL SANDERS

★ Hardware dealers can create new EXTRA PROFITS from ready and waiting home modernization jobs by owning and renting out this Lincoln Speed-O-Lite sander. People gladly pay up to \$8 per day in rentals alone. Besides you sell large amounts of supplies that are needed in any floor finishing or building modernization program.

THE LINCOLN SPEED-O-LITE

This famous rental sander has earned thousands upon thousands of dollars for hardware and paint dealers from coast to coast. The rental income that ranges up to \$8 per day is only a starter.

SPEED-O-LITE RENTAL SANDERS HELP YOU SELL SUPPLIES

Figures compiled by a number of your fellow dealers clearly indicate that you can ADD SALES of sandpaper, paints, varnishes, seal, tools, etc., averaging up to \$18 per day to each and every Lincoln Speed-O-Lite rental customer. We urge you—write today for full details about the Speed-O-Lite Sander Rental business.

World's manufacturer of the most complete line of floor maintenance equipment.

Lincoln-Schluter
FLOOR MACHINERY COMPANY, INC.
1222 WEST VAN ARDIN ST. CHICAGO 7, ILL. U.S.A.

MODERN EQUIPPED STORES HAVE GREATER SELLING POWER

*Attract
Trade
Properly
Display
Wares
Increase
Sales*



**HELLER
STORE
FIXTURES**

Send sketch of your store with measurements
for free store plan and No. 248 catalog.

W. C. HELLER & CO.

2128 Bryant St.

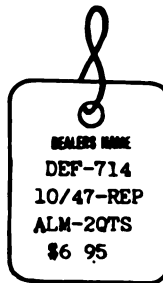
Montpelier, Ohio

SELL MORE - MAKE MORE

Inventory Control headaches relieved!



That tedious task of check-
ing inventories is simplified
by marking your articles with a code imprinted on string
tags and labels by the automatic, easy-to-operate, Kimball
Midget marking machine.



DEALER'S NAME:

Furnished in one solid piece of
type.

DEF: Manufacturer or supplier:
714: Quantity

10/47: Date purchased.
REP: Cost Code.

ALM-2 qts.:
Description and capacity.

\$6.95: Retail price.

The above ticket shows but one sample of a typical im-
printed set-up. The flexibility of the Kimball system permits
every article to be marked with its complete history.
Folder on request.

KIMBALL

A. KIMBALL

COMPANY

NEW YORK 13, N. Y.



HOW TO MAKE MORE MONEY ON EXPORTS!

**Before you spend a penny to build export
sales, write now for full information on
International Distributing Company's Plan.**

The forward-looking manufacturer now making plans to
sell his products abroad has a profitable surprise in store
for him when he discovers the International Distributing
Company Plan.

*He gets spot cash on delivery in New York. He takes no
credit risks. He saves money because he needs no Export
Manager and Staff. He benefits in cash from the world-wide
contacts and native experience of our salesmen in every
corner of the globe.*

THE INTERNATIONAL PLAN IS FOOLPROOF!

This amazing plan may well make the difference between
red figures and profits for your company! International
Distributing Company is no newcomer—our operations and
experience cover twenty years. When you do business with
International, you do so with an efficient, go-getting organi-
zation, which can prove itself to you.

CLIP THE COUPON NOW!

Let us send you our export plan today. No obligation. Let
us prove to you *how* and *why* we can *make more money*

**See for yourself how and why we can
save you money—make you more money
—selling your products to the world!**

*for you. Give us a chance to prove our claims. Simply sign
and mail this coupon — now — before you forget!*

INTERNATIONAL DISTRIBUTING COMPANY

1170 Broadway, New York 1, New York

Cable Address: "REPRESENT NEWYORK"

MAIL COUPON NOW!

International Distributing Company

1170 Broadway

New York 1, New York

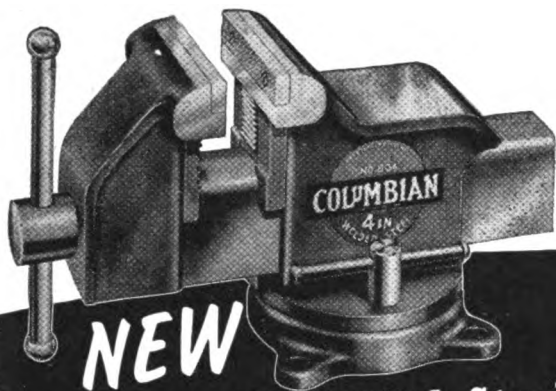
Please rush full information on your plan, "More Money From
Exports".

NAME _____

COMPANY _____

STREET _____

CITY AND STATE _____



NEW COLUMBIAN 804 Steel Welded Workshop Vise With Handy Removable Pipe Jaws

This new Columbian 804 Work Shop Vise is a rugged all-purpose vise of steel construction—fabricated by arc welding. Front and back jaws are welded from heavy steel. Replaceable steel jaw faces are heat treated. Screw and handle are cold rolled steel. Swivel base is steel and standard malleable iron nut is replaceable. Each Columbian 804 is finished in red enamel—packed in an individual carton. Order through your jobber.

Jaw Width.....4"
Jaw Opening...5"
Weight...20 lbs...
Vises Per Case...3
Shipping Weight
Per Case...70 lbs.

THE WORLD'S LARGEST MAKERS OF VISES

THE COLUMBIAN VISE & MFG. CO.
9017 Bessemer Avenue • Cleveland 4, Ohio

The **RIGHT DRIVE** is Essential!



Get the Special Pulley Assortment that includes a handsome 3-color point-of-sale display.

Put more drive into your profits! Order Congress Drives! The right drive for the motor is the right drive for your profits. Ask your jobber about the complete Congress line—V-belts, V-belt pulleys, variable speed pulleys, step-cone pulleys and flexible couplings.

CONGRESS DRIVES DIAMOND BORED
3750 E. OUTER DRIVE, DETROIT 12, MICH.

WALTON TOOL BOXES

THEY SELL AND SATISFY—
PAY GOOD PROFITS
MADE FOR MECHANICS

Twenty years' experience in making metal boxes guarantees Walton quality. Mechanics prefer these stoutly constructed, compact boxes with numerous exclusive improvements.

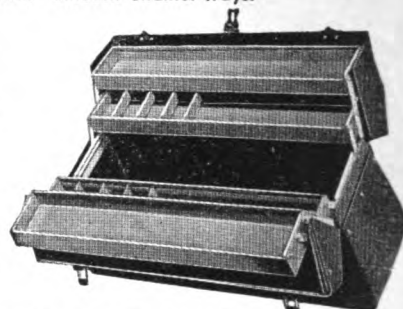
Special Features

Rounded corners. Extra length for long handled wrenches, wrecking bars, other long tools. 24 gauge steel. Built-in continuous hinges. Sturdy suitcase bolts, and handles. Wrinkle enamel two-tone finish. Smooth enamel trays.

HIP-ROOF
CANTILEVER
MODEL with
4 TRAYS

2 sizes

Divided and
Undivided
Trays



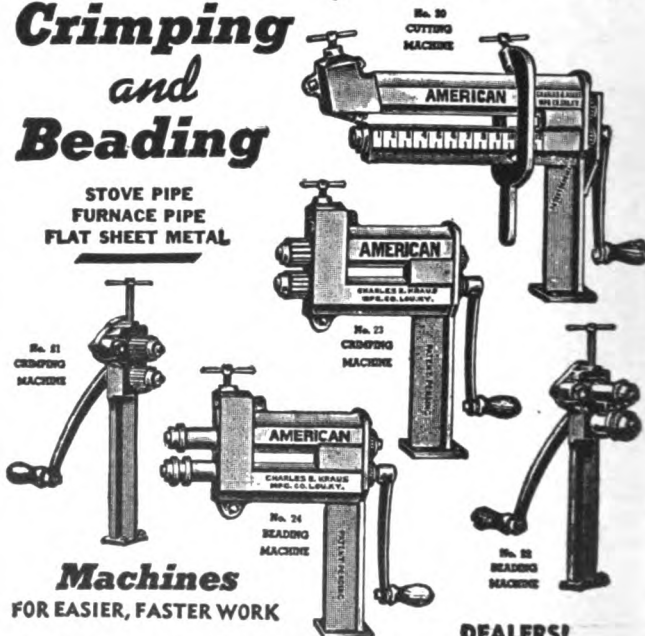
FAMOUS WALTON GRIP-LOC BOXES FOR FISHERMEN AND MECHANICS ARE AVAILABLE AGAIN!

Order from your jobber. Write direct to us for new Catalog Sheet illustrating and listing all styles and prices.

WALTON PRODUCTS, INC.
218 Madison Street Dept. 65 Woodstock, Ill.

Machines for Cutting Crimping and Beading

STOVE PIPE
FURNACE PIPE
FLAT SHEET METAL



Machines
FOR EASIER, FASTER WORK

Distributors—Sales Representatives
Write for protected territory

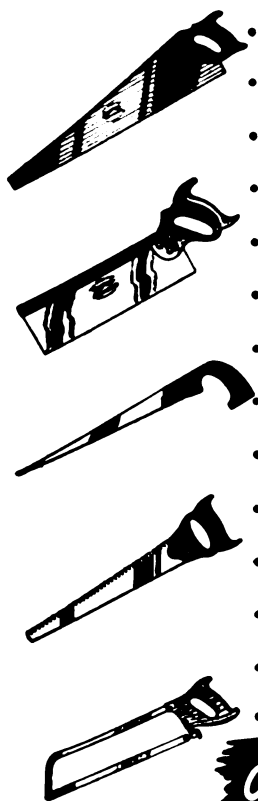
HEAVY DUTY BUILT FOR YEARS OF SERVICE

Manufactured and Sold By
CHARLES E. KRAUS MFG. CO.

122 S. 8th ST.

LOUISVILLE 2, KY.

**DEALERS!
Write**



WILLIAM BRYANT - Master Saw Maker with Experience

For thirty-two years, "Billy" Bryant has been making saws at our Lawrenceburg plant. He's become an expert saw filer and is proud of every saw that passes through his hands.

Experience is one reason master carpenters and wood craftsmen find the name "Ohlen-Bishop" on a saw means quality workmanship and superior design.

STOCK and SELL Ohlen-Bishop's for sure customer satisfaction.

OHLEN-BISHOP



OHLEN-BISHOP MFG. CO., 901 Ingleside, Columbus, Ohio

You'll sell **MORE** Screw Drivers with **VACO BUY** and **EYE** appeal!

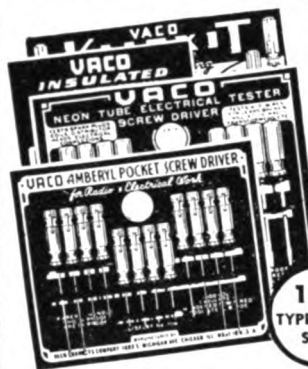


NEW... the VACO Reversible!

Just pull out the blade, turn it around, and the new Vaco Reversible becomes a Phillips instead of a regular screw driver. This feature, plus the exclusive Amberylo slo-burning handle for greater fire safety, opens up new markets for Vaco dealers.

And don't overlook the added selling punch of Vaco wall and counter cards. To show 'em is to sell 'em... and Vaco keeps cards coming to you. Ask your jobber.

WRITE FOR CATALOG

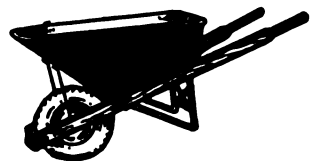


173 TYPES AND SIZES

VACO

PRODUCTS CO.

317 E. Ontario St. Chicago, Illinois



JACKSON

Time-Tested for All-Round Utility Under All Conditions

Jackson Dealers prefer the Jackson line because its completeness enables them to furnish *all* user needs from one source of supply and be certain that even the most exacting requirements can be met with time-tested products. Thus Jackson Dealers have the means of building a profitable business with a proven line.

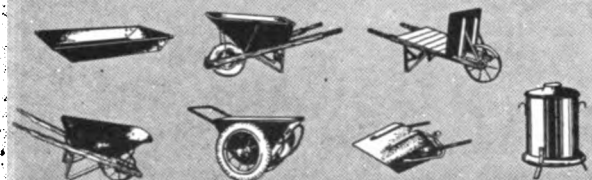
Let us give you the name of a Jackson wholesaler near you.

Est. 1876



JACKSON MANUFACTURING CO.
HARRISBURG, PA.

the LINE of DEALER PREFERENCE



• For 77 years members of the Myers family, and their associates, have made manufacturing history by adhering to the highest standards of engineering, materials and workmanship.

• Good reason why Myers is the name most widely known and most highly respected by those who know what's best in pumps and water systems.



THE F. E. MYERS & BRO. CO.
Dept. M-46, Ashland, Ohio

ONE OF THE FASTEST SELLING, FAST-
EST GROWING LINES OF FINE QUAL-
ITY RUBBER HOUSEWARES ITEMS
AND RUBBER TOYS IN THE COUNTRY

STALL SHOWER MATS
BATH MATS • BATH SPONGES
SEAT CUSHIONS
KNEELING PADS
BOWL AND PLATE SCRAPERS
SINK STRAINERS
DRAIN BOARD MATS

•
SPONGE RUBBER
INFANT FLOATING TOYS

•
RUBBER TOYS FOR PETS

•
SUCTION SINK STOPPERS
ETC.

•
WRITE FOR COMPLETE CATALOG

•
IDEAL RUBBER COMPANY
200 FIFTH AVENUE NEW YORK 10, N. Y.

TRADE **"METALON"** MARK
MENDS ALL METAL!



NEW PROCESS
Liquid and Powder
Combination
Sets in 5 Minutes

*Permanently
Repairs Leaks!*
Requires NO HEAT • NO SKILL

Metalon stops leaks and mends cracks in Aluminum, Iron, Brass, Copper, Block Tin etc., or Fittings, Steam, Water, Gas, Oil and Ammonia Pipes, Condensers, Boilers, Heaters, Water Jackets, Radiators, Cylinders, Stone Wash Tubs, Cracked Castings, Furnaces, Automobile Radiators and Cylinders, Gaskets, Flange Packing, Tight Joints, etc.

Metalon is the last word in modern scientific achievement, and is now within the reach of the public at large.

Metalon is a POSITIVE NECESSITY to Engineers, Mechanics, Steam Fitters, Plumbers, Machinists, Chauffeurs, Home Owners, Motor Boat and Automobile Owners, etc.

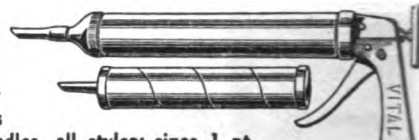
Metalon is Steam-proof, Heat-proof, Frost-proof and resists oil, gasoline and various chemicals. It is not an Iron Cement and should not be confused with the cements constantly being offered the public!

RETAILERS, WHOLESALERS,
MFG. REPRESENTATIVES
WRITE FOR DISCOUNTS

Metalon Manufacturing Corporation
31 West First Street
Bayonne, New Jersey

"VITAL CAULKING GUNS
HAVE NO EQUAL"

**AND
CARTRIDGES**



The complete original 1st line of guns and cartridges rotary style single unit handles, all styles; sizes 1 pt. to 2½ qts. Nozzles from 1/16" up. Vital Caulking Guns feature the new "Clear-flow" one-piece tapered nozzle—no strain, no slipping, no excess weight. Vital-Pak top grade compound cartridges keep guns clean, eliminate messy filling. List: from \$4.00 to \$17.00. Cartridges at current prices. Liberal terms. Call your jobber.

The VITAL Products Mfg. Co.
7500 Quincy Ave. Cleveland, Ohio

**When You Know
The Trade-Name—**

of a certain product and want to know "Who Makes It?" look in the General Directory Section of the "Who Makes It?" Number of **HARDWARE AGE** for the trade-name. You'll find it listed alphabetically under the product heading of the item in question. Alongside the trade-name you will find the name of the manufacturer, also the address of the maker arranged alphabetically in the same list. Keep your "Who Makes It?" Number close at hand where it will serve your wants quickly.

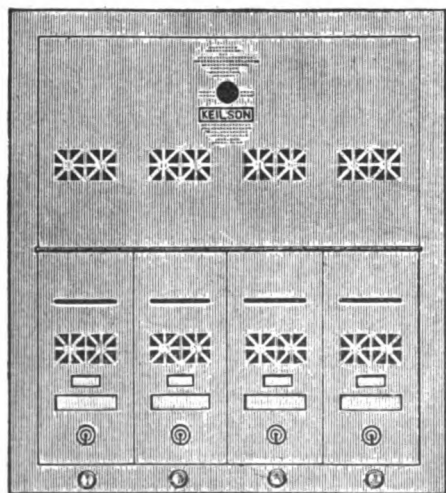
HARDWARE AGE

100 East 42nd St.

New York 17, N. Y.



A trademark since 1876
presents **"KEILSON"**
MAIL BOXES



GROUP "C" GANG

BOMMER SPRING HINGE CO. Inc.

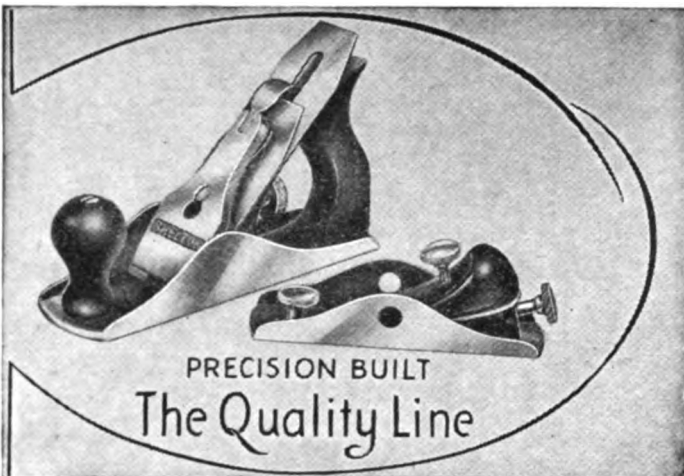
BROOKLYN 5, NEW YORK
CHICAGO SALES OFFICE: 180 N. WACKER DRIVE

Shelton Planes

From Block Plane to Jack Plane, the Shelton Quality Line is ruggedly constructed and perfectly balanced to make planing fast and chatter-free. The cutters are of open-hearth tool steel, carefully tempered and ground to hold a keen edge. Attractively finished and packaged to aid sales-appeal.

SOLD ONLY THROUGH JOBBERS

THE SHELTON PLANE & TOOL MFG. CO., SHELTON, CONN.



PRECISION BUILT
The Quality Line

HOLD-E-ZEE

automatic grip
SCREW-DRIVERS

UNSURPASSED
QUALITY

plus the
EXCLUSIVE GRIPPER

UPSON BROS., INC., 84 EXCHANGE ST., ROCHESTER 4, N. Y.



Pat'd.

Gripper slides up out of way when not in use. Insulating handles. Complete range of sizes. ORDER THRU YOUR JOBBER

LAWN
SPRINKLER



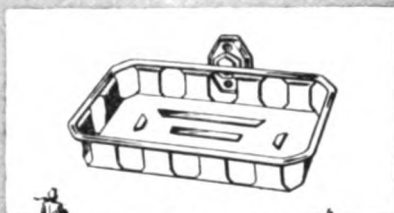
**PEERLESS
HYDRO-MIST
LAWN-SPRINKLERS**

IT REVOLVES
Metal Base with
Spike • Sprinkles
30 ft. radius •
Hooks-up in series

Peerless INDUSTRIES

5141 MILITARY DETROIT 10, MICHIGAN

"designed to
make the
passer-buy"



Autojre

ACCESSORIES FOR
BATHROOM AND KITCHEN

THE AUTOJRE COMPANY • OAKVILLE, CONNECTICUT



NEWTON
All Star
FISHING LINES
FOR
**ALL STAR
SALES**

**GHOST (SILK)
CASTING LINE**

**AIRLINE (NYLON)
CASTING LINE**

**STREAMLINE
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**AIRLINE
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**PRINCESS PAT
CUTTYHUNK LINEN**

FAMILIAR TO MILLIONS

SOLD THROUGH JOBBERS ONLY

1 Sprayer • 12 JOBS

INSTANT, PROFITABLE SELLER



ARNOLD SPRAY CARTRIDGES

Garden Hose Adjustable Sprayer
ONLY ONE OF ITS KIND

Think of it! — now you can sell one sprayer to do all garden spraying jobs. Attach the Arnold Sprayer to regular garden hose, insert one of 12 different insecticide cartridges (or Cleanswell Auto Wash Cartridge) — turn on and spray! No mixing or mess. Not only that, the Arnold Sprayer controls insects while watering — 2 operations in 1! Adjustable nozzle adjusts for 30 foot stream or mist for close range use — meets every spraying requirement. Brass or chrome plated finish — quality construction throughout. The Arnold Spray is the practical tool home gardeners want. Stock them, sell them for extra profits! Carry replacement cartridges for profitable repeat business.

Types available: DDT-Spray, P-R (Pyrethrum-Rotene), Nic-O-Spray, Arsen-O-Spray, Cryolitespray, Weed-O-Spray, Pyr-O-Spray, Rot-O-Spray, Funguspray, Sulph-O-Spray, Vitamin B-1, and Cleanswell Auto Wash. RETAIL 35c ea., \$4.00 doz.

Garden Hose Spray Co., Inc. CAMBRIDGE 40, MASS.

— RETAIL PRICES —

CHROME
FINISH — — \$5.50
BRASS
FINISH — — \$5.00

WRITE
DIRECT

ORDERS BY MAIL!

**KEEP WITHIN YOUR GRASP
THE POWER TO REGULATE THEM**

HARDWARE AGE DIRECT MAIL ADDRESSING DEPT.

Is designed to help you do this—It will address and mail your Catalogs, Booklets, Circulars, Letters, Broadsides, Post Cards, etc., with maximum effectiveness, due to all names and addresses being verified and corrected right up to the minute of addressing and mailing, to all or part of the following lists:—

509 Wholesale Hardware Houses in the United States.

135 Wholesale Heavy Hardware Houses in the United States.
(These are in addition to 419 Wholesale Hardware Houses who handle heavy hardware.)

11836 Major Hardware Retailers whose sales exceed \$30,000.00 annually and who in the aggregate account for the greater part of the retail business of the hardware trade.

4220 Intermediate Hardware Retailers whose sales are between \$20,000.00 and \$30,000.00 annually.

19046 Minor Hardware Retailers whose sales are less than \$20,000.00 annually.

9961 Lumber Yards including some Builders' Supplies Dealers.

805 Department Stores handling Hardware and Housefurnishings.

Write for Prices and other Details.

HARDWARE AGE DIRECT MAIL ADDRESSING DEPT.

100 East 42nd Street - - - - New York 17, N. Y.

EASIEST TO USE.....EASIEST TO SELL.....

HANDSAWS • CROSSCUT SAWS • CIRCULAR SAWS
HACKSAWS • KEYHOLE SAWS
ALL OTHER TYPES

ATKINS Silver Steel **SAWS**

E. C. ATKINS AND COMPANY
402 S. Illinois St., Indianapolis 9, Indiana

To **HANG UP • PIN UP** things

It's
MOORE

PUSHLESS PICTURE HANGERS • PUSH-PINS

The VERY BEST that money can buy. Sell them to your customers with COMPLETE CONFIDENCE. Nationally advertised.

MOORE PUSH-PIN CO. Since 1900
113-25 BERKLEY ST. PHILADELPHIA 44, PA.

New **JUMBO** Model No. 801



For LARGE FLOOR AREAS

Now another model of the famous Cellulose Sponge Minute Mop and Drainer—the No. 801 Jumbo Model, for homes, stores, offices, shops—50% more sponge—bigger head—bigger drainer. List price, Jumbo model, \$2.98. Complete with new Drainer, 54" handle and handle tight clamp. (List price regular model No. 101—\$1.95 complete). Write or phone your jobber today.

MINUTE MOP CO. 13 E. 23 rd. St.
CHICAGO 16 ILL.



MODEL
400

Equipped with
HOSNAP (a snap on
coupling.) Sled-type
base will not upset
or pick up wet soil or
sod.

Adjustable head
permits low, high or
stationary sprinkling.

PAT. PENDING ON ALL CRESCENT PRODUCTS

SOLD THROUGH YOUR JOBBER
CRESCENT STEEL CO., 1573 EAST LARNED ST., DETROIT 7, MICH.
Manufacturers of FINE LAWN SPRINKLERS, HOSNAP COUPLINGS, AND NOZZLES

GEAR-
ACTIONIZED
ROD

ADJUSTABLE
Nu-grip

SEND FOR COMPLETE
INFORMATION

GEPHART MFG. CO.
1026 West Adams St., Chicago 7, Ill.
Specialists in Steel Fishing Rods for
BAIT CASTING • FLY FISHING • SALT WATER FISHING

Foley CHOPPER

Guaranteed by
Good Housekeeping

SPEEDY SPRING ACTION

Women know it. Women want it. With a chip-chop of bouncing blades, cabbage is shredded . . . onions, parsley, nuts are chopped . . . steak is cubed . . . meat is tenderized. Nationally advertised . . . display it for volume sales. . . . Price **79c**

Makers of Foley Food Mill, Sifter, Fork
Foley Mfg. Co., Minneapolis 18, Minn.

AVAILABLE THROUGH YOUR JOBBER

**3 KNIFE-SHARP
STAINLESS
BLADES**

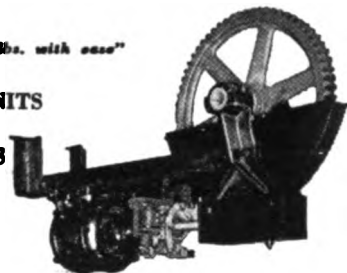
DON'T KILL YOUR OPERATOR
Electrify Your Hand Elevator with this Power Unit

"Lifts from 1000 to 3000 lbs. with ease"

ELEVATOR POWER UNITS

ELECTRIC ELEVATORS

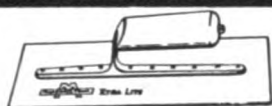
DUMB WAITERS



Davis & Newcomer Electric Elevator Co.
Write for information and prices. **FOSTORIA, O.**

★ **MARSHALLTOWN TROWELS** ★

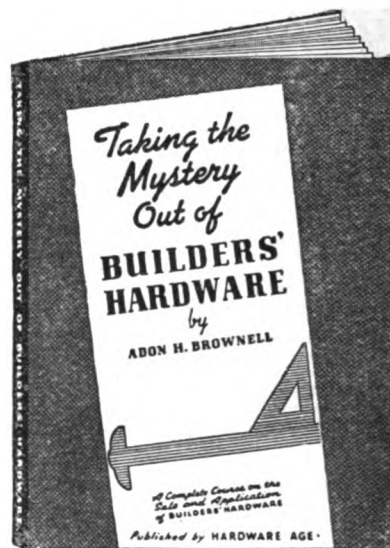
MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



The Only Complete Textbook on **BUILDERS' HARDWARE**

***Excellent as a G-I
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This 220 page, fully illustrated book is the only up-to-date and complete volume ever published on all phases of this important and profitable basic hardware line.



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220 pages—page size $8\frac{1}{2}$ x $11\frac{1}{2}$ inches—sturdily bound to withstand hard usage.

How to bring prospects into your store.

Suggestions on making bids that will mean more sales and profits to you.

How to cash in on the sale of replacements and "follow-up" items.

A wealth of specific information on equipping public buildings.

Nine comparative charts which show you how to match different items.

A working Blue Print, size 25 x $11\frac{1}{2}$ inches, Glossary of more than 300 Technical Builders' Hardware Terms, Cross Reference Index, etc.

Over 600 Illustrations, Charts and Diagrams.

27 Illustrations of Different Builders' Hardware Display Rooms.

Copies of "Taking the Mystery Out Of Builders' Hardware" are available @ \$1.00 per copy in the U. S. (Canada and Foreign Countries—\$1.50).

We pay postage if payment is enclosed

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Reader Service Department

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Hardware Age, 100 East 42nd St., New York 17, N. Y.

Please send me copies of "Taking the Mystery Out of Builders' Hardware" by Adon H. Brownell. I will pay the postman \$1.00 each, plus a few cents postage. (Canada and Foreign Countries \$1.50.)

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Street City State

☐ Check here if you enclose payment, in which case we pay postage.

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CARDED OR
IN BULK

ROUND
OR FLAT

SOFT HAIR
OR BRISTLE

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M. GRUMBACHER OF CANADA LTD., 179 KING STREET W., TORONTO, ONTARIO

Extra Strength at Less Cost!



FOSTER Aluminum Alloy "D" HANDLE GRIP

Sells on sight with every shovel, grain scoop, garden tool, etc., and as replacement handle. Exceptional mark-up! Heavy duty with sure grip handle design. Hard, virgin Aluminum Alloy for extra wear without rust. Save 66 2/3 on freight!

WRITE for CIRCULAR and PRICE LIST

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114-118 S. Salina St. Syracuse 2, N. Y.

IT'LL PAY YOU TO STOCK THE JOHN ALDEN KNIGHT LINE!

You can cash in on this quick-turning, high-profit line of John Alden Knight Flies and Streamers. Designed by Knight for his own personal use, this line is now available to fishermen everywhere. This line is to be advertised nationally in *Field and Stream* and *Outdoor Life* for the 1948 Trout Season. Packed in attractive plastic counter display pieces, every Fly bears Mr. Knight's signature. If you are not stocked on the John Alden Knight line, Send for our catalog at once!

EXCLUSIVE MAKERS

BENNETT MILLARD FISHING TACKLE, INC.
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AFTER PRODUCTION . . . what?



As a forward looking manufacturer you want to see your products find new markets and to assure a steady flow of orders. Your answer is Tru-Test . . . the proven system of distribution that "follows through" from factory to consumer.

**TRU-TEST DIVISION OF
OAKES & COMPANY**
650 SOUTH CLARK STREET • CHICAGO 5, ILLINOIS

The satisfactory service Brown & Sharpe Clippers give continues year after year—shows clearly the high quality of their manufacture.

BROWN & SHARPE MFG. CO.
PROVIDENCE, R. I., U. S. A.

BROWN & SHARPE
HAIR CLIPPERS

"GASPRUF" GAS TUBING

Only "GASPRUF" has the 6 big sales features that mean bigger and more profitable gas tubing sales.

American Gas Assn. Approval band . . .

TUBING
GARDEN HOSE
PLASTIC TOILET SEATS

ATLANTIC
TUBING & RUBBER COMPANY
ESTABLISHED IN 1864
CRANSTON 5 • RHODE ISLAND

6 TRAY HIP ROOF *Steel* TOOL BOX POSITIVE CANTILEVER ACTION, 18" x 10" x 13"

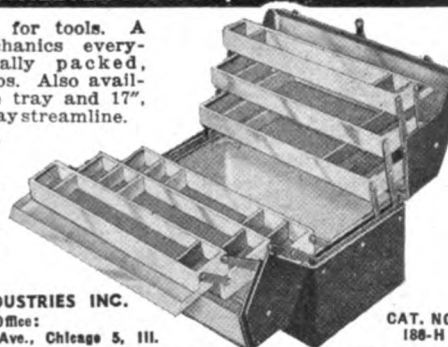
Plenty of room for tools. A favorite of mechanics everywhere. Individually packed, shipping wt. 22 lbs. Also available in 15" single tray and 17", 19", 21", double tray streamline.

Sturdy, heavy gauge steel.
Strong handle.
Reinforced throughout.
Rounded corners.
No raw edges.
Built in continuous hinge.

Write for catalogs and new 1948 low prices.

SIMONSEN INDUSTRIES INC.

Sales Office:
1414 South Michigan Ave., Chicago 5, Ill.



CAT. NO.
188-H

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Cordage Products

ENGINEERED FOR YOUR JOB

ROPE • BINDER TWINE
BALER TWINE
TYING TWINE



PLYMOUTH, MASS.

THE ROPE YOU CAN TRUST BECAUSE IT IS

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50 words..... \$2.00
Each additional word..... .05

Allow Seven Words for Keyed Address
or Your Address

*BOXED DISPLAY RATES \$8.00 Per Column Inch

Cuts or special borders not allowed.
*DISCOUNTS FOR BOXED DISPLAY ADS
5% discount for 4 or more insertions

No Agency Commission allowed on Classified
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REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,
etc., will not be forwarded to box number
advertisers unless accompanied by sufficient
postage for remailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

**WANTED MAN TO WORK IN OHIO
SEED STORE**, good education, personal appear-
ance and complete outline of your experience
including age and salary desired in first letter.
Address Box M-34, care of **HARDWARE AGE**, 100
East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

**SALESMEN NOW CALLING ON PAINT
AND HARDWARE TRADE** to sell Popular
Line of Paint Brushes on 10% commission. Many
territories open. State experience. Craftsman
Brush Company, 12 Waverly Place, New York 3,
N. Y.

**SALESMEN WANTED WITH ESTAB-
LISHED FOLLOWING** well-rated accounts in
the hardware and houseware dealer trade. Excel-
lent merchandise. Accepted as a superior prod-
uct. Send complete information about yourself
and include commercial references. Circle metal
Mfg. Co., 4300 E. Pacific Way, Los Angeles 23,
Calif.

**SALESMAN WANTED TO REPRESENT
TOP QUALITY HOUSE** on whites, aluminum,
sash and trim, porch and floor and machinery
enamels. Straight commission basis. Presents an
extremely attractive opportunity for salesman now
selling full or allied line who desires side line to
sell dealers, contractors, industrials. Address Box
M-87, care of **HARDWARE AGE**, 100 East 42nd St.,
New York 17, N. Y.

SALESMAN WANTED

By a Large Manufacturer of a Full Line of
Leather Dog Collars, Harnesses, Leads, Muz-
zles, etc., to call on Hardware, Sporting Goods,
House Furnishings, and Variety Dealers and Job-
bers. Protected territory; liberal commission.

Address Box M-82, care of **HARDWARE AGE**
100 East 42nd Street, New York 17, N. Y.

EXPERIENCED LEVEL SALESMAN WANTED FOR TRI-STATE AREA

**NATIONALLY FAMOUS, ESTABLISHED, OLD,
LARGEST LEVEL MANUFACTURING COMPANY**
IN THE COUNTRY LOOKING FOR CAPABLE,
EXPERIENCED AND WELL INTRODUCED SALESMAN
FOR NEW YORK, NEW JERSEY, AND
PENNSYLVANIA. COVERING HARDWARE JOBS.
STRICTLY ON COMMISSION BASIS. MUST
TRAVEL BY OWN CAR. GIVE COMPLETE PAR-
TICULARS FIRST LETTER.

Address Box M-93, care of **HARDWARE AGE**
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

**BRUSH SALESMEN, FOLLOWING
AMONG HARDWARE, PAINT, LUMBER,
DEPARTMENT STORES**, sell Established Line
of Paint Brushes, Floor Brooms, Kindred Items.
State territory now covering, full time or side
line, drawing account against commission. Ad-
dress Box M-81, care of **HARDWARE AGE**, 100
East 42nd St., New York 17, N. Y.

**SIDELINE SALESMAN, SMALL TOWN
COVERAGE**; Hardware, Housewares, Appliance
Stores. Liberal Commission. Catalog includes
tubular stools, chairs, automatic toasters, play-
yards, curtain stretchers, gas stoves, heaters, pearl
top hampers, aluminum outdoor and indoor dryers,
pressure cookers, ironing tables, kitchen step-
ladders, meat grinder, boudoir lamps. Address
Box M-78, care of **HARDWARE AGE**, 100 East 42nd
St., New York 17, N. Y.

**SIDE LINE SALESMEN WANTED: MEN
WITH FOLLOWING** among paint and hardware
dealers, lumber yards, department stores, etc., to
sell line of paint specialties including Paint &
Varnish Remover, Aluminum Paint, colors in Oil,
etc. Liberal commission. Only experienced and
well established salesmen need apply. State ex-
perience, territory covered and lines handled. Ad-
dress Box M-59, care of **HARDWARE AGE**, 100
East 42nd St., New York 17, N. Y.

HOUSEWARE SALESMEN

**WE ARE OFFERING AN EXCEPTIONAL LINE
OF TOWEL RACKS AND CLOTHES DRYERS TO
SALESMEN SELLING TO HARDWARE STORES
OR HOUSEWARE DEPARTMENTS, COMMISSION
BASIS. STATE TERRITORIES COVERED.
WRITE—**

HOMECREST PRODUCTS CO.
34 W. 34th St. NEW YORK 1, N. Y.

SALESMAN WANTED

To represent in Westchester County, a New
York wholesale houseware and hardware con-
cern. Volume lines—Commission basis. Estab-
lished set up. Territory has been covered
for 20 years. All communications kept in
strict confidence.

Address Box M-82, care of **HARDWARE AGE**,
100 East 42nd St., New York 17, N. Y.

SIDELINE SALESMEN WANTED! TERRITORY OPEN!

Alabama, Arkansas, San Francisco Area, Connecticut,
Florida, Georgia, Illinois, Indiana, Kansas, Kentucky,
Louisiana, Western Mass., Minnesota, Missouri, Ne-
braska, New Jersey, New York (except Met. Area),
North Carolina, Ohio, So. Carolina, So. Texas, West
Va., Wisconsin. Complete Metal Cabinet Line.

Box L-572, care of **HARDWARE AGE**
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

**SIDELINE SALESMEN WANTED—LARGE
MANUFACTURER OFFERS COMPLETE
LINE** at Attractive Prices Leather Dog Collars,
Harnesses, Leads for Hardware and variety
stores, pet shops, also jobbing trade. Excellent
territories open. Send full details. Address Box
M-74, care of **HARDWARE AGE**, 100 East 42nd St.,
New York 17, N. Y.

**SALESMEN WANTED BY ESTABLISHED
CONCERN** with national distribution to call on
hardware, plumbing and heating, and oil burner
dealers. Many choice territories open. Commis-
sion basis. State lines now carried, territory cov-
ered, and type of trade contacted. Manufacturers'
agents excluded. Address Box M-75, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

**SIDELINE SALESMAN WITH TRADE
FOLLOWING WANTED** by Established New
York Wholesale Hardware and Tool Jobber to
cover retail hardware and automotive trade in
New England States; also Western New York,
Pennsylvania, Maryland and Delaware on a
commission basis. Address Box M-42, care of
HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

WANTED MANUFACTURERS AGENTS

**HIGH GRADE CHROMIUM KITCHEN CUP-
BOARD HARDWARE**. Calling on Retail Lum-
ber and Hardware Dealers Indiana, Illinois,
Missouri, Nebraska & Kansas. State territory
now covered. for how long and lines now carried.

Write Box 115, Grand Rapids, Michigan

MANUFACTURER'S AGENTS WANTED

One of our clients, a manufacturer of paint
specialties, is now entering the consumer goods
market with an unusual line of beautifully pack-
aged, quality products. The company would
like to hear from aggressive representatives
now selling to hardware, paint and general
merchandise wholesalers. In reply please men-
tion territory covered, lines carried and ref-
erences. All territories open.

J. M. KESSLINGER & ASSOCIATES
Advertising

37 Saybrook Place Newark 2, N. J.

Classified Opportunities Section...

Sales Representatives Wanted

MANUFACTURERS REPRESENTATIVE WANTED TO SELL a Line of Fender Undercoating and Industrial Paints. Becker Paint & Varnish Co., P. O. Box 54, Bay City, Michigan.

AN ATTRACTIVE SIDE LINE. MANUFACTURER OFFERS A LINE of Fluorescent Lighting Fixtures to jobbers or salesmen. Liberal commission or mark-up. Address Box M-88, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

HARDWARE WHOLESALE HAS OPENING FOR SEVERAL SALESMEN in Midwestern, western and Southwestern States. Our representatives receive full benefit of our mail order campaigns. No objection if non-conflicting sidelines are carried along. Address Box M-79, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SALES REPRESENTATIVE WANTED FOR FAST MOVING LINE OF LAWN TOOLS. These items of our manufacture have long been fast sellers and profitable items. Choice territories open. Write details of yourself and territory desired to Robt Manufacturers Sales Company, Box 244, Ottawa, Kansas. See our advertisement page 288 (or other section of this magazine).

SALES REPRESENTATIVE ATLANTIC SEABOARD TERRITORY with traffic appliances experience to sell Cooking Utensils for long-established manufacturer. Full time and liberal commission. Must have car and be able to financially handle franchise. No manufacturers representatives or brokers need apply. Address Box M-77, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURER'S REPRESENTATIVES TO SELL DEALERS our sensational new salt water-proof, weather-proof All Plexiglas Fishing Tackle Box, nationally advertised and featured by Abercrombie & Fitch and better sporting goods dealers everywhere. Many territories still open. 10% commission. Please give full information and references in first letter. Practical Plastics, Inc., Daytona Beach, Fla.

MANUFACTURERS' REPRESENTATIVE WANTED to call on plumbing and heating distributors and dealers selling Hot Water Circulating Pumps and Oil Burners. Immediate delivery. Exclusive territories open, full protection. In reply give details regards present lines handled and territories covered. Well established Manufacturer of quality merchandise with exclusive merchandising features. Louis Engineering Company, 4554 Broadway, Chicago 40, Illinois.

SALES REPRESENTATIVES WANTED

NATIONALLY PROMINENT HARDWARE MANUFACTURER DESIRES CAPABLE REPRESENTATION AMONG WHOLESALE HARDWARE TRADE IN FOLLOWING TERRITORIES: NEW ENGLAND STATES, N. Y. STATE EXCEPTING N. Y. CITY AREA, PA., MARYLAND, AND DISTRICT OF COLUMBIA. HIGHEST INTEGRITY AND BELIEF IN WHOLESALE DISTRIBUTION ESSENTIAL. EXCEPTIONAL OPPORTUNITY FOR CONNECTION WITH LEADING MANUFACTURER IN FIELD. REPLY TREATED IN CONFIDENCE. OUR ORGANIZATION KNOWS ABOUT THIS AD.

Address Box M-86, care of **HARDWARE AGE**, 100 East 42nd Street, New York 17, N. Y.

Sales Representative Wanted

EXPERIENCED HARDWARE SALESMAN TO TRAVEL SEVEN SOUTHERN STATES, selling Wholesalers Only. Good future for right man with sixty year established company. Write Box M-51, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

EXPERIENCED SALESMEN WITH FOLLOWING AMONG RETAIL HARDWARE AND VARIETY STORES wanted by well established wholesaler of name brand wiring devices. Liberal commission. Many territories open. Address Box M-89, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS' AGENTS. A FEW CHOICE TERRITORIES OPEN for Top-Quality Steel Wool Line. Write details of experience and types of accounts sold to Box M-91, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

FACTORY REPRESENTATIVES AND DISTRIBUTORS WANTED FOR ROTACUT Power Lawn Mowers. New 1948 models. Gas models, \$99.50 with Maytag engine. Electric models, \$89.50 with 1/3 h.p. Motor. Direct drive. Trouble free. Trims as it mows. Proved in 39 States. Adjustable cutting height. Lightest weight. Farm Products Co., FR-2152, Excelsior Springs, Mo.

Accounts Wanted

ACCOUNTS WANTED. CANADIAN MANUFACTURERS' AGENT, Dun & Bradstreet rated, is open to take on a few more lines to sell to Electrical, Hardware, Automotive Jobbers in either Western Canada or all Canada. Only well established financially sound manufacturers are of interest. James B. Carter Limited, Winnipeg, Canada.

MANUFACTURERS AGENT, WELL ESTABLISHED CAN USE ANOTHER GOOD LINE to the Wholesale Hardware and Mill Supply Trade for Penna., Southern New Jersey, Delaware and the District of Columbia. References. Address Box M-38, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

LINE WANTED—HOUSEWARE, HARDWARE AND ELECTRICAL LINES SOLD DIRECT from manufacturer to hardware dealer, department store, chains, and jobbers in New England. Excellent coverage. Have established accounts as result of past jobber experience. Inquiries invited from responsible manufacturers seeking young aggressive sales agent. Boston resident. Address Box M-80, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS REPRESENTATIVES DESIRE ADDITIONAL QUALITY LINE for New Jersey, Eastern Pennsylvania, Delaware, contacting Lumber Yards, Hardware Dealers, Mill Supply Houses. Now traveling 4 men. Experienced representation, aggressive coverage. Commission basis. Address Box M-49, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Accounts Wanted

MANUFACTURERS' AGENTS

INTENSIFIED COVERAGE BY 4 MEN COVERING ILL., IND., & WISCONSIN. SELLING HDWE. JOBBERS & HDWE. CHAINS. AUTOMOTIVE JOBBERS, & RETAIL CHAINS. ELECTRICAL JOBBERS, MILL SUPPLIERS, MAIL ORDER HOUSES, DEPT. STORE CHAINS—MANUFACTURERS WHO SELL OUTSIDE PRODUCTS THRU THEIR RETAIL DEALER ORGANIZATIONS.

LEE E. LANE COMPANY
624 So. Michigan Ave. Chicago, Illinois

NATIONAL DISTRIBUTORS

Established—Reliable—Aggressive
ANCO CORPORATION Pittsburgh 22, Pa.

Branch Offices
New York • Philadelphia • Detroit • Cleveland • Louisville
Covering all classes of jobbers. We will carry the accounts or you can bill direct.
Write for further information and references

Attention MANUFACTURERS

WE NEED GOOD LINES FOR CHAIN STORES. SEND US YOUR CATALOGUES AND JOBBERS PRICES. WHOLESALE ONLY. SUITABLE REFERENCES.

A. H. KOOTNER & CO.
P. O. BOX 622 RICHMOND, VA.

PUERTO RICO CALLING . . .

SALESMAN WITH FOLLOWING AMONG LARGE IMPORTERS OF HARDWARE, BUILDING & ELECTRICAL MATERIALS, PLUMBING, STEEL, ETC. DESIRES ADDITIONAL ACCOUNTS. COMMISSION BASIS. INTERESTED IN CONTRACTING ONLY MANUFACTURERS AND PRINCIPALS. NO JOBBERS. ADDRESS P. O. BOX 3047, SAN JUAN 13, PUERTO RICO.

ESTABLISHED SALES PRODUCER AVAILABLE EASTERN TERRITORY

Former regional sales manager for major manufacturer now interested one or two volume lines from responsible factories. Personal following wholesalers, chains, department stores, export trade. New York City headquarters. For a "known sales quantity" contact

Box M-83, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

GET INTO THE MEXICAN MARKET

REPRESENTACIONES AZTECA CALZADA-DE-LA-PIEDRA 18F MEXICO CITY, D.F.

Is interested in following lines:
General and Builders Hardware, Tools, Housewares, Marine, Hardware, Cap Screws, etc. Excellent references.

Distributor organization, Dunn & Bradstreet rated, grossing annual volume in seven figure bracket has opening for several additional major lines in agriculture, hardware and houseware fields. Long established following among all jobbing accounts. Complete invoicing and warehousing facilities.

Address Box M-85, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

(Classified Opportunities continued on page 286)

Classified Opportunities Section...

Positions Wanted

SALES POSITION WANTED. YOUNG AGGRESSIVE SALESMAN with Business Management and Sales Experience desires Selling Opportunity in Southern California. Familiar with hardware and variety lines. Available after February 15th. Reply: Occupant, 1802 N. Olive, Santa Ana, California.

BUYER WITH MORE THAN 25 YEARS' EXPERIENCE wishes to make change. Capable to handle following departments: tools, farm hardware, wire nails, fence & wire products, builders hardware and sporting goods. Prefer Northwest or Middle West connection. Address Box M-84, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

SALES EXECUTIVE, CAPABLE SALESMAN, ORGANIZER, MANAGER, ENGINEER, twelve years' experience handling extensive lines machinery, tools, supplies, heavy equipment. Envious record as manager, organizer of sales departments. Can train salesmen, handle dealer relations, sales correspondence, trade paper advertising, develop territories, close difficult contracts, build business. Address Box M-76, care **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Business Opportunities

ABE'S,
529 CANAL, NEW ORLEANS, LA.
NEEDS CATALOGUE ON GENERAL HARDWARE FOR RESALE RETAIL ST. LOUIS, NEW YORK, CHICAGO WHOLESALE. RUSH FOR ORDERS AND REORDERS.
MRS. ABE KORITZKY, PROP.
RATING DUN BRADSTREET 1947-1948

Business Opportunities

SURPLUS TOOLS AND HARDWARE AT BARGAIN PRICES
SOLD IN SMALL OR LARGE QUANTITIES—WRITE TO
MAC WINNIG
153 FRANKLIN ST. NEW YORK 13, N. Y.
FOR SURPLUS LIST—OR CALL BE 3-7844-S

NEW ELECTRIC MOTORS
Available
WE HAVE THE MOTORS YOU NEED.
ONE OF THE LARGEST STOCKS OF ELECTRIC MOTORS.
ALL SIZES — ALL MAKES.
Allis-Chalmers, Westinghouse, G.E., Century, Junk & Heints, etc. Limited supply. Prices on request.
ALBIN MACHINE CO.
750 Ave. of The Americas, New York City, WA 9-3407

WE WILL PURCHASE FOR CASH
COMPLETE STOCKS & EQUIPMENT OF
HARDWARE, HOUSEWARES, PAINT STORES,
BUILDING MATERIAL & PLUMBING SUPPLY
HOUSES
Write Us What You Have To Offer
MILTON SUPPLY COMPANY
U. S. ROUTE #1 OXFORD, PA.
No Stock Too Large Or Too Small.

SURPLUS HINGES FOR SALE. 4000 Pr. CELLAR HINGES, Stanley #1942, available at disposal price. Write Morris Kurtzon, Inc., 4218-48 N. Lincoln Avenue, Chicago 18, Illinois.

GENERAL WHOLESALE AND MANUFACTURING CO. well established for many years throughout South Africa and Adjacent Territories, wishes to amalgamate with established company, handling hardware, chemicals or any other goods. Company shows good profits, and has very large scope for expansion. Write "Amalgamate," Box 2335, Durban, South Africa.

Business Opportunities

RETAIL HARDWARE STORE FOR SALE. in good growing town, with fifteen (15) industries. Doing nice volume of business. Will sell at invoice price plus fixtures, approximately \$10,000. Selling account of other business. Address Box M-94, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

FOR SALE HARDWARE STORE IN A THRIVING JERSEY SHORE TOWN. Clean Stock, well established business, owner wishing to retire, will also sell building if desired. Will sell at invoice. Living quarters included. Must be seen to be appreciated. \$45,000 cash needed. Shown by appointment. Address Box M-90, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

WANTED—ESTABLISHED RETAIL HARDWARE BUSINESS which is grossing \$25,000 to \$50,000 per year in San Antonio or vicinity. Write full particulars to T. G. Hendricks, 35 Bailey Avenue, East Meadow, Long Island, New York.

FOR SALE HARDWARE STORE LOCATED IN GOOD TRADING AREA in New York City doing a business of over \$100,000 a year. Will sell for \$40,000 or will invoice. Address Box M-86, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

FOR SALE—DEPENDABLE SERVICE BY THE ONE C. W. (CLIFF) ALLEY—Experienced. Bringing Together Buyers and Sellers of Retail Businesses, hardware, appliances, farm equipment and lumber. If you want to sell, ask for our Listing For Sale Proposal and reasonable terms. Prospective buyers, afforded full information regards businesses listed with us for sale and Free of Charge, upon inquiry. Territory Arkansas, Colorado, Iowa, Kansas, Missouri, Nebraska, New Mexico, Oklahoma and Texas. Let us serve you. Alley Listing & Sales Agency, 307 Central Building, Wichita, Kansas.

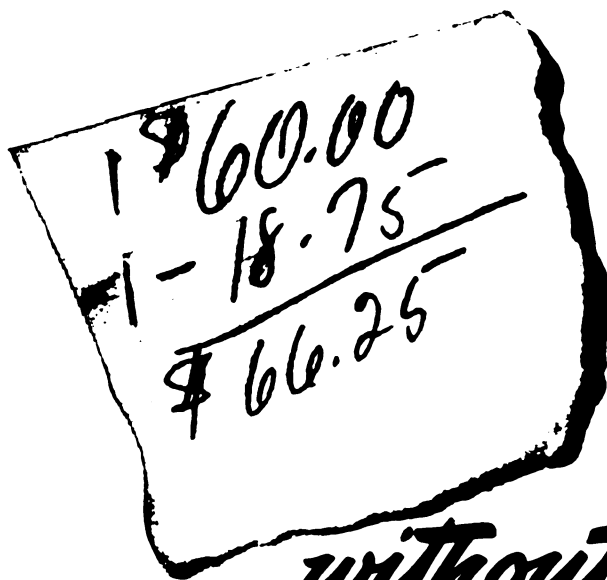
Keep In Touch With The "OPPORTUNITIES" In The Trade—

Hardware manufacturers, manufacturers' agents, jobbers, jobbers salesmen, retailers and retail salesmen all use the medium that covers and contacts the hardware trade most thoroughly—**Hardware Age**. They know that

There Are Many Business Opportunities In The Classified Section

of this widely read trade publication. **Hardware Age** has been the recognized leader for bringing buyer and seller, employer and employee together for many years. Use it and see if results do not justify every claim.

HARDWARE AGE, (Classified Opportunities Dept.) 100 East 42nd St., New York 17, N. Y.



How 19,000 companies up take-home pay *without upping payrolls*

Can you deduct \$18.75 from \$60.00 and get \$66.25? Yes. And the way you can do it is mighty important to your company—and to the nation!

You start with \$60, representing someone's weekly take-home pay. You deduct \$18.75 for the purchase of a U.S. Savings Bond. That leaves \$41.25. But \$41.25 isn't what the worker takes home. He takes home \$41.25 *plus* a \$25 Savings Bond. Total (assuming he holds the Bond till maturity): \$66.25.

WHAT 19,000 COMPANIES HAVE LEARNED

In the 19,000 companies that are operating the Payroll Savings Plan for the regular purchase of Savings Bonds, employees have been more contented in their jobs—absenteeism has decreased—even accidents have been fewer!

Those are the "company" benefits the Plan provides, in addition to extra security for individual employees.

But the Plan has other, far-reaching benefits of basic importance to both your business and the national economy...

SPREADING THE NATIONAL DEBT HELPS SECURE YOUR FUTURE

The future of your business is closely dependent upon the future economy of your country. To a major extent, that future depends upon management of the public debt. Distribution of the debt as widely as possible among the people of the nation will result in the greatest good for all.

How that works is clearly and briefly described in the free brochure shown at the right. Request your copy—today—from your State Director of the U. S. Treasury Department's Savings Bonds Division.

ACTION BY TOP MANAGEMENT NEEDED

The benefits of regular Bond-buying are as important today as ever—but war-time emotional appeals are gone. Sponsorship of the Payroll Savings Plan by a responsible executive in your company is necessary to keep its benefits *advertised to your employees.*

Banks don't sell Savings Bonds on the "installment plan"—which is the way most workers prefer to buy them. *Such workers want and need the Payroll Savings Plan.*

Those are the reasons why it's important to make sure that the Plan is adequately maintained in your company.

The State Director will gladly give you any assistance you wish.

"The National Debt and You,"

a 12-page pocket-size brochure, expresses the views of W. Randolph Burgess, Vice Chairman of the Board of the National City Bank of New York—and of Clarence Francis, Chairman of the Board, General Foods Corporation. Be sure to get your copy from the Treasury Department's State Director, Savings Bonds Division.



The Treasury Department acknowledges with appreciation the publication of this message by

HARDWARE AGE

This is an official U.S. Treasury advertisement prepared under the auspices of the Treasury Department and the Advertising Council



LABOR SAVER..... PROFIT MAKER

- Sipes -Hedge Trimmer cuts hedge stems like a hair clipper cuts hair.
- Trimmer and extension weigh less than 8 lbs.
- Switch conveniently placed in handle... assures instant control.



WRITE FOR
ILLUSTRATED
FOLDER and
PRICES
TODAY

- Long, pointed comb-like serrated teeth rake twigs into sickle made for clean cutting.
- Cut shows "Long-Arm" handle available to make trimming of high and wide shrubbery easy. 25' cord furnished.
- Built to give long, satisfactory service.
- New, patented center drive permits more direct power. Cuts pencil-size stems with ease.

SIPCO

Electric HEDGE TRIMMER

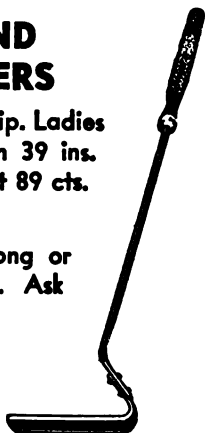
SCHARTOW IRON PRODUCTS CO. DEPT. 108-B1 RACINE, WISCONSIN

GRASS WHIPS AND DANDELION WEEDERS

Finest quality material and workmanship. Ladies pattern 37 ins. long. Heavy pattern 39 ins. long. Ladies style retails profitably at 89 cts. Heavy style, 98 cts.

Also Dandelion "Weeder" tools — long or short styles of the same fine quality. Ask your jobber.

ROBE MFRS. SALES CO.
OTTAWA, KANSAS



OVER 80 YEARS' EXPERIENCE

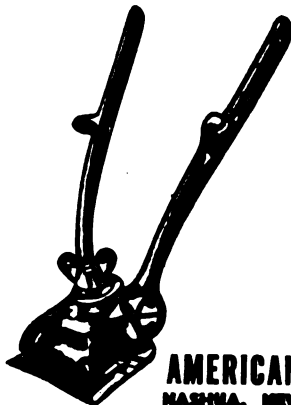
PRIEST'S CLIPPERS

Triple plate — copper, nickel, chromium finish.
Ball bearing, easy action.

Over 80 years' experience.

ASK YOUR JOBBER

AMERICAN SHEARER MFG. CO.
NASHUA, NEW HAMPSHIRE, U.S.A.



Genuine DOMES of SILENCE SLIDE SILENTLY - SOFTLY - SMOOTHLY

50c SET - 15c SET - 10c SET

SAVE FURNITURE
& FLOORS - CREATE QUIET

Name "Domes of Silence"
on each genuine "Glide"



Domes of Silence
Rubber Cushion Glides

For Tile, Marble, Cement and Bathroom Floors.
Noiseless. Sizes for metal beds, wood beds, large chairs and all furniture.

Ask your Jobber. If he is not supplied write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

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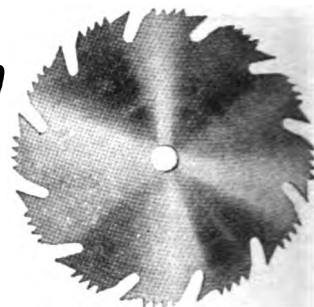
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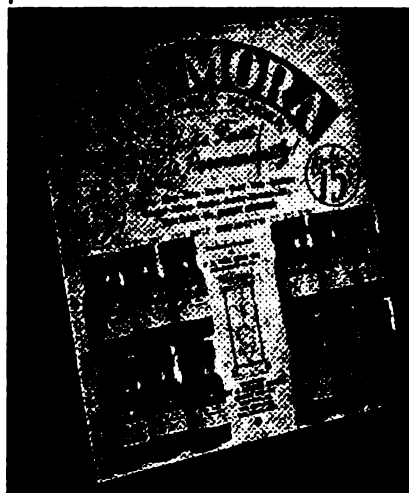
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